

## INSIDE DOPE

by GEORGE F. TAUBENECK

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## Story of the Week

Around 2 a.m. we happened to turn on the radio. It was January, and blizzarding outside. A preacher-without-a-portfolio was on the air at the time, and out of idle curiosity we listened as he wound up his appeal for funds.

"My wife and I," he explained, "hadn't planned to go South this winter. But now we find there's urgent missionary work to be done in Havana. We beg you to send us, in care of this station, your contributions to this worthy cause. Your dollars, your quarters, your dimes, all will help. The sooner you mail in your money, the sooner we can leave for Cuba to do this necessary work."

Nice work if you can get it.

## Quote of the Week

"Men are complacently settling down to a dependent existence. . . . When he can no longer utilize his mother's apron strings, man attaches himself to the coat-tails of Uncle Sam."—ROY STOKES in the *Jaycee Citizen*.

## Add Salesman Stories

Things had gone from bad to worse in the Widget Corp. and its High Mucky-Muck (to take the heat off himself) was firing assistants right and left.

His sales manager's ironclad contract had two years to go, and the latter chose to "sit it out" instead of taking a lump-sum settlement. In a rage the High Mucky-Muck demoted the sales manager to a messenger-boy's status. That didn't faze the former sales manager a bit. He escorted visitors and carried inter-office messages—while drawing his contractual two thousand dollars a week.

Wholesale firings of key personnel didn't improve the Widget Corp.'s financial position, and so a committee of bond-holders and stockholders visited the plant. The former sales manager, in his present capacity as messenger boy, showed them around the place.

"These offices seem lavish to me," observed a stockholder.

"You're so right," chimed in their conductor. "These people do everything up in high style. Look at me. I'm only a messenger boy and here's what they pay me."

Whereupon he pulled out a weekly salary check for \$2,000.

## Gag of the Week

"She was a maiden of seventeen summers, and fair was she to be held."—*Cunning Tower*.

## Verse of the Week

Contributed by Ray Jones, Grand Rapids district representative of Tempomatic Wholesalers is this gem:

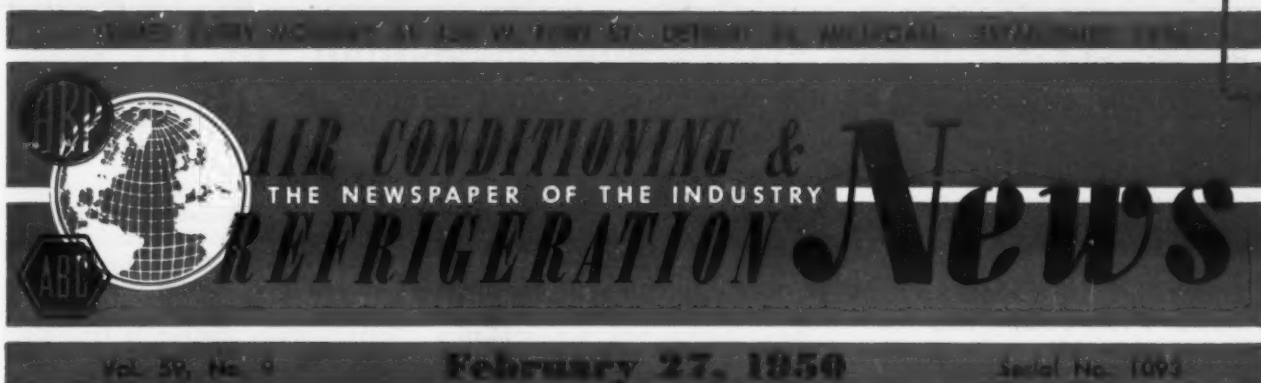
Father, must I go to work?  
 No, my lucky son.  
 We're living now on Easy Street  
 On dough from Washington.

We've left it up to Uncle Sam  
 So don't get exercised,  
 Nobody has to give a damn—  
 We're all been subsidized.

But Sam treats us all so well  
 And feeds us milk and honey,  
 Please Daddy, tell me what the Hell  
 He's going to use for money?

Don't worry, bub, there's not a hitch  
 In this here noble plan—  
 He simply soaks the filthy rich

(Concluded on Page 8, Column 1)



## Contractor Appeals Fine for 'Illegal' City Installation

MADISON, Wis.—An appeal of a lower court conviction of W. E. Clack of Clack Water Service here for violation of a state statute that prohibits the installation of water heaters, water storage tanks, and water softeners inside city limits without a plumbing license, is scheduled to be heard by the Wisconsin Supreme Court the week of April 3.

Clack was fined \$25 each for four installations of water softeners inside the city limits. Clack pointed out that he had legally and satisfactorily installed hundreds of the water softeners outside the city limits. He contends that the law is an unreasonable exercise of the state police powers because it bears no relation to public health.

Clack set up the court action as a test case on his own, but since the case was first heard he has had responses and offers of cooperation from appliance dealers and air conditioning and commercial refrigeration dealers.

Both newspapers in Madison, which rarely agree on any matter, have

## Scott Named Mgr. of L&H Refrigerator-Freezer Div.

MILWAUKEE—Johnston P. Scott has been named manager of the Refrigerator & Freezer Div. of A. J. Lindemann & Hoverson Co. here.

The L & H organization, a pioneer manufacturer of ranges, introduced refrigerator and home freezer lines late last year.

Scott resigned as director of sales

(Concluded on Page 4, Column 3)

## Output Slows As Coal Crisis Hits Industry

DETROIT, Feb. 23—Failure of the members of the United Mine Workers to return to mining coal is slowing down the nation's production machine in an almost imperceptible manner—but a warning was sounded that if the mines aren't in operation by March 1 the national economy "would all be tied up in knots."

Manufacturers of refrigeration and appliance products for the most part have coal stocks that may last a couple of weeks. But they are faced with the problem of getting their fuel piles replenished, and they are fearful that suppliers of components may "go down" at any time.

C. R. Pritchard, manager of marketing for the appliance and mer-

## Corrected Carrier Prices

Room Cooler \$299.50;  
 30-Ft. Freezer \$769.50

Two of the prices of 1950 Carrier Corp. products published in the Feb. 13 issue of AIR CONDITIONING & REFRIGERATION NEWS were incorrect, Carrier Corp. officials have advised.

The 1950 model ½-hp. window-type room air conditioner price was incorrectly listed at \$229.50.

The correct price of the 1950 ½-hp. Carrier window room air conditioner is \$299.50.

Price of the 30-cu. ft. home and farm freezer was incorrectly listed at \$699.50.

The correct price of the 1950 Carrier 30-cu. ft. home and farm freezer is \$769.50.

## Safety Group Set To Weigh 9th Draft Of ASA B9 Code

NEW YORK CITY—The American Standard Safety Code for Mechanical Refrigeration—ASA B9 Sectional Committee, met Feb. 16 and 17 at the American Standards Association offices here to give preliminary final consideration to the draft of the revision of the B9 safety code of mechanical refrigeration.

A ninth draft of revision will be mailed out shortly to members of the Sectional Committee for final letter ballot.

A tentative schedule has been set up which provides that if the coming letter ballot is approved and subsequent ASA approval is obtained, printed copies of the revised code should be available sometime in June.

The B9 code has been under continuous revision by several subcommittees for the last two-and-one-half years and it was felt by all present at the meeting that the revision work has resulted in provisions which will be acceptable to all mem-

(Concluded on Page 4, Column 5)

## E. D. Halsey Becomes Head Of Universal Cooler Sales

MARION, Ohio—E. D. Halsey has been appointed director of sales of the Universal Cooler Div. of Newport Steel Corp., manufacturer of refrigeration condensing units, it was announced last week.

Halsey succeeds Johnston P. Scott, who resigned to become manager of the Refrigerator & Freezer Div. of A. J. Lindemann & Hoverson Co., Milwaukee.

Halsey has been with the Universal

(Concluded on Page 21, Column 3)

FEB 28 1950

## Excise Repeal May Come Soon, Congress Hints

### House Hears Testimony of Industry; Senate May Give Favorable Report

WASHINGTON, D. C.—The House of Representatives ways and means committee has now heard the representations of industry officials for the repeal of excise taxes on appliances and mechanical refrigeration and air conditioning equipment. It seems to have been favorably impressed.

In addition, Senator Walter George, chairman of the Senate finance committee, has indicated his endorsement of the complete repeal stand of the National Committee for Repeal of Wartime Excise Taxes.

He declared that if the House committee did not decide on complete repeal, the Senate committee very probably would vote for it. He as-

At the end of this story is a letter to Congress from W. G. Peirce, Jr., chairman of the Appliance Div. of the National Association of Electrical Distributors. It can supply ideas for those in the industry who wish to join the fight on excise taxes by writing their Congressmen or Senators.

serted that it would be impossible to intelligently make selective cuts in excises as proposed by President Truman and Secretary of the Treasury John Snyder.

So now is apparently the time for repeal proponents to strike by letting their Congressmen hear their position in the matter.

As one of the officials of the Na-

(Concluded on Back Page, Column 2)

## Remington Reduces Room Cooler Prices

CORTLAND, N. Y.—Across-the-board price reductions, ranging from \$65 to \$140 on the four models which form the backbone of its line of single room air conditioners, have just been announced by E. A. Bonneville, general sales manager, Remington Air Conditioning Div. of Remington Corp.

Effective at once, the new national suggested list prices for Remington's

(Concluded on Page 4, Column 1)

## Attention, All Dealers: You Can Lose Money by Default

TWO bottlenecks presently are squeezing the frozen foods business and sales of home, farm, and commercial freezers. The vast expansion predicted by so many market analysts for these twin commercial phenomena is being throttled and choked, despite amazing consumer acceptance, by these thwarting bottlenecks:

- (1) Inadequate facilities for frozen foods transportation (refrigerated trucks and railroad cars which can hold sub-zero temperatures).
- (2) Insufficient low-temperature storage and display space in our nation's retail food stores and meal dispensaries (restaurants, clubs, dinettes, lunch-rooms, and even the "greasy spoons").

Bottleneck No. 1 shouldn't be ignored. We'll treat it at a later date. Bottleneck No. 2, the more pressing problem, is something which subscribers to AIR CONDITIONING & REFRIGERATION NEWS can eliminate, all by themselves, if they'll pick up the gauntlet. They can do something about it!

Although it's estimated that more than 90,000 independent grocers, chain stores, and supermarkets have installed commercial freezers in the past few years, the need and the demand at the consumer level for such equipment far outruns the actual supply as of now. Some say it should be quadrupled in 1950.

Food-purveyors and food-retailers are laggards in this respect. They don't seem to be aware (maybe it's OUR fault) that Frozen Foods have become a Big Business. Take frozen orange juice, which zoomed from a piddling 100,000 gallons in 1946 to more than 10 million gallons in 1949. Already orange juice is the No. 1 seller among frozen foods. Last year it accounted for 35% of all frozen food sales, and in 1950 could amount to 45% of the total market. Yet, not one in 10 retail food outlets now have low-temp cases to store and merchandise frozen juices.

Even progressive grocery stores which have purchased sub-zero equipment are, in the main, lax in their duty toward their best customers. Most of them should have three or four times as much low-temperature

storage and display space as they now devote to the merchandising of frozen foods.

Why don't they install it? *They haven't been sold. The need and demand for fresh-frozen foods on the part of their best customers they ignore. They've been too busy to be bothered, in the main. Too few of them have been awakened and aroused to the immense profit possibilities inherent in the burgeoning frozen foods business.*

*It's up to us to make them see the light.*

Frozen foods retailing is an exploding specialty business. It's made to order for specialty salesmen of specialty products. That's where you come in, Mr. Subscriber to AIR CONDITIONING & REFRIGERATION NEWS. Possibly you sell both commercial refrigeration and home appliances. Hundreds of the Big Dealers who subscribed to the News do sell both. If YOU don't, maybe you should, and we'll tell you why.

In hopping on the frozen foods bandwagon, pressure on one line will abet the other. Before home freezers can pass the million-units-a-year watermark, at least a quarter of a million food retailers must be able to serve these owners and potential buyers of home freezers.

Get the point? Home freezer sales will accelerate after you Big Dealers sell more commercial low-temp cases. Contrariwise, until you sell more commercial frozen foods equipment, you won't make the money you should from the potential home freezer market.

Likewise, commercial refrigeration dealers can cash in on the enormous potential of the home freezer business if they set up a special department to develop the sale of this consumer item. Together with frozen food distributors and their grocer customers they can make a real effort to (1) cooperate in the promotion of frozen foods; (2) push the sale (and financing, if necessary) of frozen food display equipment; and (3) promote home freezer sales to the distributors' and grocers' best customers for frozen foods.

(Concluded on Page 10)



## Senate Finance Committee To Hear Salesmen's Plea For Social Security Bill

NEW YORK CITY—The National Council of Salesmen's Organizations will get its chance on March 10 to testify before the Senate Finance committee in favor of a bill which would bring salesmen within the scope of the Social Security Act, Benjamin Shapiro, chairman of the legislative action committee of that group, reported recently.

Shapiro expressed concern over the fate of the bill, however, after discovering that the committee is being deluged with requests from other sales organizations, employers, and sales agents from all over the country that they be allowed to testify against the bill.

The bill was passed by the House of Representatives 333 to 14 last August after five months of hearings in the ways and means committee. It was then passed on to the Senate finance committee where it now rests.

Intent of the bill is to restore the

more liberal interpretation of the word "employee" made by the Supreme Court but which was nullified two years ago by the Gearhardt amendment. If passed, the bill would bring many persons who are now considered to be self-employed or independent contractors—including salesmen—under the provisions of the Social Security Act.

## Monitor Plan Submitted for Stockholders' Approval

NEW YORK CITY—Stockholders of Monitor Equipment Corp. are being called to a meeting on March 6 to vote on a company proposed plan involving an internal reorganization of the business, it was announced here recently.

Two-thirds vote of the stockholders is required before the plan can be accepted. The present plan is an amended version of the original proposal. It has been approved by the creditors' committee.

Hearing on the confirmation is scheduled for March 30 before Referee John E. Joyce.

## Super Salesman No. 1

Denver Dealer Wins Gas Appliance Mfr. Assn. Sales Contest--His Second National Award

DENVER—A new Buick sedan, two \$1,000 government bonds, and a variety of supplementary prizes poured in on D. A. Bell, Denver appliance dealer recently.

The occasion was the appliance dealer's winning of the national merchandising contest conducted by the American Gas Appliance Manufacturer's Association during 1949. In addition to selling the top volume of refrigerators, ranges, automatic water heaters, and heating equipment for the region during the year, Bell's final sales were the nation's leaders on a population basis, and brought him the nod as the industry's "super salesman." It was the second time Bell has topped a national contest.

Bell operates two showrooms in the Denver area, one in South Denver near an older-home residential district, and a newer showroom on South Santa Fe drive southwest of

the city, and adjacent to rapidly-developing suburban housing areas.

Most remarkable feature is that one showroom carries the complete General Electric line (as well as Servel) while another is franchised with Hotpoint appliances.

Equally remarkable is the fact that the nation-leading dealer sold his outstanding volume without the use of crews of outside specialty salesmen. Instead, he has located each showroom near shopping centers, with plenty of convenient parking, and depends on an intensive newspaper advertising program.

Each showroom includes complete model kitchens, operating model laundries, and "live" individual appliances. Evening hours likewise appeal to shopping husbands and wives, buying groceries in nearby supermarkets at each location, who can visit in pairs to look over appliances on display.

## Freezers, Frozen Foods To Share Spotlight at San Diego 'Spring Fair'

SAN DIEGO, Calif.—A "Spring Fair" devoted exclusively to frozen foods, home and farm freezers, refrigerators, food packaging materials, and allied refrigeration equipment will be held in Balboa Park here from April 27 through 30.

The "Fair," the first event of its kind here since before the war, is being sponsored and managed by the Bureau of Radio & Electrical Appliances of San Diego County.

According to J. Clark Chamberlain, secretary-manager of the bureau and show chairman, the fair is planned as a "logical and effective" substitute for the bureau's spring promotions stressing refrigeration and home freezers (such as clinics in high schools).

These, he said, have been carried on for the past three years at considerable expense to all concerned to reach a total attendance measured only in the very low thousands.

In keeping with this idea, no other exhibits than those mentioned will be accepted for the fair, Chamberlain stated.

Exhibits may be entered by manufacturers, distributors, or exclusive representatives of all makes of refrigerators, home and farm freezers, or other refrigeration equipment; frozen food manufacturers, distributors, or other representatives except retailers; processors of meat products such as packers, locker plants, etc.; and manufacturers or distributors of packaging materials or other equipment having some connection with the frozen foods or refrigeration industries.

Exhibits will be set up in the Electrical building at Balboa Park, an over-all structure which consists of several interconnected exhibit buildings. Exhibit hours will be from 1 p.m. to 10:30 p.m. daily. Admission is free to the public.

One complete hall in the Electric building will be used for theater type seating where visitors may watch stage demonstrations of frozen food or freezer technique as guided by home economists.

It is the plan of the show committee to regulate these stage demonstrations both as to length and frequency to make sure that all visitors have ample time to inspect the exhibits. Tentatively, two such demonstrations are planned for each afternoon and evening.

It is the definite intention of the show management to alternate exhibits of refrigerators and home freezers with the various types of frozen food or allied industries exhibits, Chamberlain noted.

Active demonstrations of some type, using home economists and demonstrators, in the booths is highly recommended by the show committee.

Chamberlain pointed out that a large attendance is expected inasmuch as the bureau's fall shows have drawn as high as 165,000 people and similar pre-war exhibitions attracted some 75,000 persons.

## 'Elmer' Hogs Attention, Freezes Traffic With Freezer

HOUSTON, Tex.—"Elmer," the frozen pig, is proving to be one of the greatest crowd stoppers ever used in a Sears freezer promotion, testifies E. L. Bell, manager of the refrigerator and freezer department of the Sears Roebuck & Co. S. Main St. store here.

The sight of "Elmer" peering out of a 20-cu. ft. Coldspot freezer is enough to startle any passerby into taking a second look. He is all spruced up with a scarlet ribbon around his neck, sun glasses, and corn cob pipe sticking out of the corner of his mouth.

Charles Green, merchandising manager for Sears in Houston, states that "Elmer" will appear in the Houston Fat Stock Show later this month as a feature attraction in the Sears booth.

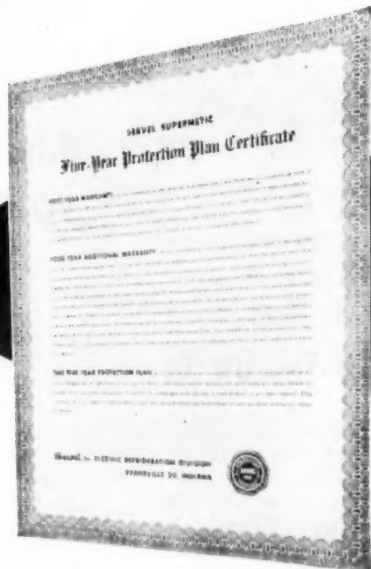
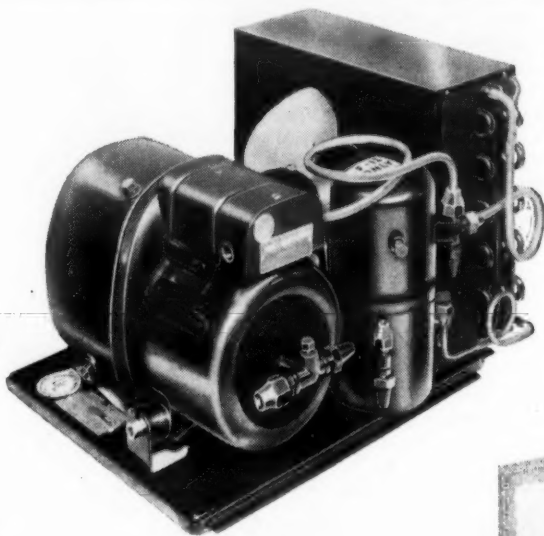
## Fish-Eaters Serve Themselves

BUFFALO—A new refrigerated, self-service fish department has been installed in the Atlantic & Pacific Supermarket at University Plaza here.

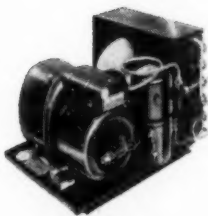
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BECAUSE

...it Lasts



# Servel SUPERMETIC



Here's a compressor that rates *first* choice with refrigeration men because it delivers *lasting* efficiency ... stays "on the job" when it's needed most.

Supermetic's superior design and rugged construction assure protection to you and your customers against premature compressor failures ... insure top performance for your fixtures.

This new hermetically sealed line of electric refrigeration units has proved so outstanding ... so trouble-free that Servel now offers you the added advantage of a *Five-Year Protection Plan*. This sensational plan is available with all hermetic models of 1/4, 1/3, 1/2 and 3/4 H.P. sizes.

Supermetic's sealed-in power unit (motor-compressor) requires no manual oiling. Moving parts function smoothly and quietly in a constant bath of "force-fed" oil. High efficiency is maintained by elimination of oil agitation and crankcase foaming. Supermetic needs no belts, seals or pulleys. High torque motors are refrigerant-cooled.

Remember, Supermetics are lightweight, compactly designed to fit right into any fixture. They also save valuable floor space.

For all the facts, mail the coupon. Ask for the address of your nearest Servel sales and service parts depot.

# Servel SUPERMETIC

models for every electric refrigeration and air conditioning requirement ... 1/4 to 5 H.P.

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Electric Refrigeration Division, Dept. A-2  
Evansville 20, Ind.

Name (personal) .....  
Title .....  
Company .....  
Address .....  
City ..... Zone ..... State .....



## 'Meter Profit Plan'

## Commercial Refrigeration Dealer Tries It In Erie

ERIE, Pa.—The Arthur L. Stone Co., 306 E. 11th St., McCray commercial refrigeration dealer, recently offered a meter payment plan in a half-page newspaper advertisement to attract business from local merchants and institutions.

To participate in the "Arthur L. Stone Meter Profit Plan," readers were given five steps to take:

"1. Telephone 2-4979 and request one of our salesmen to call on you. Showroom located at 306 E. 11th St.

"2. Select the type of equipment you need.

"3. Sign order and contract to pay a certain number of quarters per day, depending on type of equipment purchased.

"4. Your equipment delivered and installed immediately.

"5. After your contract is paid up, we remove the meter and give you a 'Paid in Full' receipt."

The promotion was slanted at hotels, delicatessens, produce departments, meat markets, self-service markets, grocery stores, taverns, restaurants, and dairy bars.

The advertisement urged merchants to learn all the facts about buying the modern refrigeration equipment, including spoilage and trimmings, labor costs, no service charges for two years, and interest, installation, freight, cartage all included.

Advertising copy asked: "Mr. Merchant: What does your store lose daily on impulse buying?" "Mr. Merchant: Have you added

your costs for service on refrigeration for two years?"

Copy continued: "Yes . . . Arthur L. Stone Co. Meter Profit Plan now makes it possible for you to install immediately any style or model commercial refrigeration equipment you may need by paying only a few quarters a day. Why not let us help you? Full supermarket layouts and planning . . . modernize your store now . . . we are specialists.

"You pay for your equipment out of your daily profits."

## 5 Weber Dealers Join Mfr. In Cooperative Advertising Campaign to Michigan Grocery Trade

DETROIT—A year-long advertising campaign in a regional grocers' trade paper has been launched co-operatively by Weber Showcase & Fixture Co. Inc. and five of its dealers serving the Michigan territory.

The initial advertisement, printed last week, featured the Weber Twin-dex open, self-service, frozen food case along with a prominent listing of the five dealers' names, addresses, as well as their business telephone

## Nashville Appliance Distributor Announces 'Closed Showroom' Policy for Dealers Only

NASHVILLE, Tenn.—A "closed showroom" policy, whereby only established dealers are allowed admittance, has been established by the J. L. Perry Co. here, appliance distributor.

J. L. Perry, Jr., vice president of the firm, explained the company's policy in a memorandum to dealers just before the policy went into effect. The memorandum read:

"Effective Jan. 9, 1950, our showroom or display floor will be open

only to established retail dealers. We will not admit any retail customers whether or not they are accompanied by a dealer or dealer's salesman.

"We also will not permit sales to non-stocking dealers in any particular line of merchandise.

"In other words, appliance dealers will not be sold furniture or floor coverings, and floor covering or furniture dealers will not be sold major appliances, unless they normally carry these lines and buy from us.

" . . . The above steps are being taken since we feel that our primary function is to service our regular dealers in a particular line of merchandise, and we believe that you as a regular dealer in a particular line of merchandise are entitled to the additional protection that will result from such a policy.

"This policy is for your benefit, and we feel sure that you will approve of our adopting it. We feel that this policy will protect you as a regular and stocking dealer from having your retail customers sold through unauthorized sources.

"We are doing this to prevent any bootlegging of merchandise from our own establishment to the retail customer."

## Air Comfort Corp. Drops Wholesaling Activities

CHICAGO—The wholesale activities of Air Comfort Corp. will henceforth be handled through a new organization, Temperature Equipment Co., according to H. E. Wheeler, president, Air Comfort Corp.

Temperature Equipment Co. will distribute, in the Chicago area, the air conditioning products of Carrier Corp. previously handled through Air Comfort Corp.

It will also act as regional distributor for the domestic heating products of York-Shipley Corp., the industrial oil burners of Cleaver-Brooks Corp., air filters manufactured by Wilson & Co., and window ventilators made by Aigard Corp.

Air Comfort Corp. will continue to contract for the installation of Carrier air conditioning equipment in this area, and will carry on its retail activities.

The sales activities of the Temperature Equipment Co. will be under the direction of Roy Heier, vice president.

## Nittel Named Agent for Hirsh

CHICAGO—The S. A. Hirsh Mfg. Co., manufacturer of Hirsh shelving and uprights, has announced the appointment of Frank W. Nittel as east central sales representative.

## 7 Tips for Air Conditioning Engineer on Designing for Satisfactory Operation

CHICAGO—Drawing on his many years of experience as a Chicago consulting engineer, Samuel R. Lewis recently presented "10 commandments" for satisfactory operation of mechanical equipment in buildings and consequent peace of mind for the air conditioning engineer.

Speaking at the Feb. 13 meeting of the Illinois chapter, American Society of Heating and Ventilating Engineers, Lewis stressed the importance of getting water out of blast coils in order to prevent freeze-ups.

Where water is used in coils handling outside air, he recommends the use of a circulating pump and higher water temperatures than would ordinarily be used for direct radiation.

Highlights of other recommendations:

For heating use low pressure steam as it is virtually impossible to properly vent air out of a 50 p.s.i. system.

A comfort air conditioning job must be provided with adequate means for exhausting outside air taken into the system.

Do not use fixed goosenecks for ventilators.

Demand adequate space, with clearances, for apparatus.

Be doubly sure that access openings in fan rooms, ducts, and centrifugal fans are adequate.

Keep in mind the fuel situation and provide flexible fuel storage and chimney facilities (allowing for future coal storage).

Other speakers at the meeting were Irving E. Brooke and Norman E. Bueter, both Chicago consulting engineers. Chapter members were given some of the highlights of their experiences.

## New . . . a fast, easy way to oil compressors



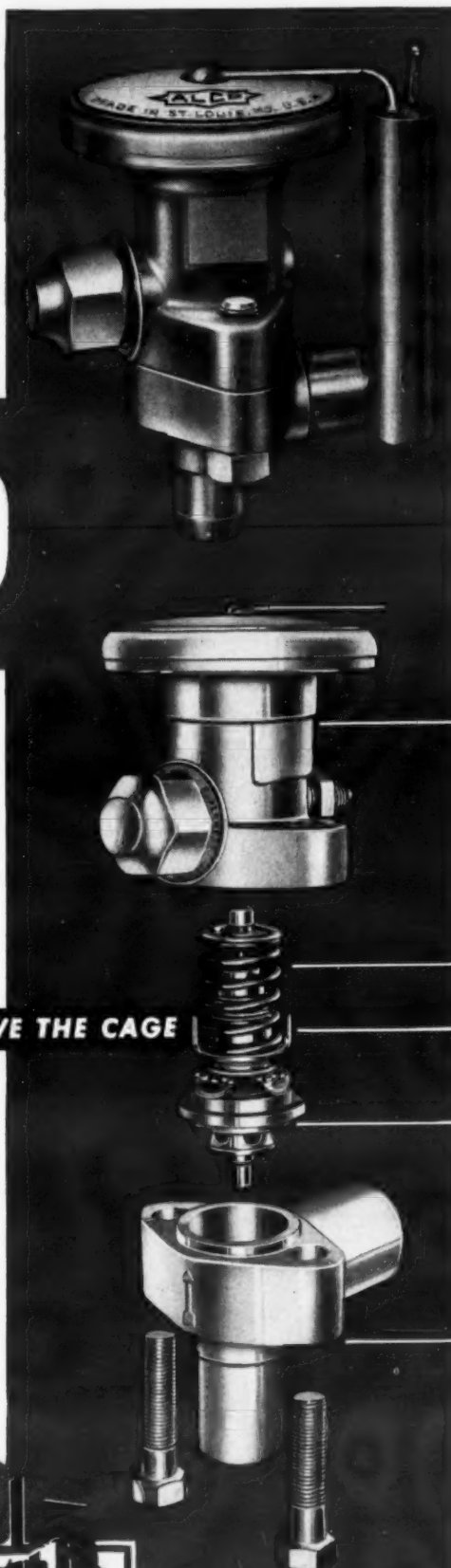
\$4.75  
Delivered  
in U.S.A.

Designed to save you time in lubricating compressors, this oil pump will more than pay for itself in one day's use. Furnished with a special one-gallon can, refill and breather cap (pump is removable). Pump eliminates spillage and reduces moisture possibilities. Order one today!

Send check or money order to . . .  
**REFRIGERATION SPECIALTIES CO.**  
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IT'S EASY TO REMOVE THE CAGE



## 'T' SERIES THERMO VALVES

## Simple "Come-Apart" Construction

- 1. POWER ELEMENT**  
Automatic-hydrogen welded for maximum life.
- 2. MINIMUM MOVING PARTS**  
Assures fast valve action.
- 3. AVOIDS COSTLY VALVE CHANGES**  
Capacity can be varied by changing the cage. No separate pins or seats.
- 4. INTERNAL PARTS**  
Corrosion resistant, brass and stainless steel.
- 5. EASY TO SERVICE**  
Valves can be cleaned and parts replaced without breaking line connections.

ALCO has Refrigeration under Control

**ALCO VALVE CO.**

853 KINGSLAND AVE. • ST. LOUIS 5, MO.

SEE YOUR ALCO WHOLESALE

4139



## Remington Prices--

(Concluded from Page 1, Column 5)  
key air-cooled models are:

|                             | Old Price | New Price |
|-----------------------------|-----------|-----------|
| 1/2-hp. Model 6 window unit | \$374.50  | \$304.50  |
| 3/4-hp. Model 8 window unit | 439.50    | 374.50    |
| 1 1/4-hp. Model 10 console  | 759.50    | 619.50    |
| 1 3/4-hp. Model 12 console  | 895.00    | 799.50    |

The hermetic compressor assemblies used in models 6, 8, and 10 carry a five-year warranty, the cost of which is included in the new prices. Additionally, wholesale discounts have been lengthened in order to facilitate the marketing of Remington air conditioners through distributor to dealer channels in those trading areas where this appears to be the preferred approach to the market.

"Having just returned from three months of almost continuous traveling throughout most of the country east of the Rockies, including attendance at Atlantic City, Chicago, and Dallas shows, it is obvious that interest in room air conditioners at all levels, distributor, dealer, and consumer, has reached a new high," Bonneville stated, adding:

"While there is no doubt but what the record-breaking summer of 1949 in the northern and eastern states is at least partly responsible for this feeling in those localities, it is significant that the same optimism prevails in those sections where last summer's temperatures were below normal as, for example, Texas."

## Servel Plans To Push Gas Air Conditioner, Water Heater, Trims Refrigerator Price

NEW YORK CITY—To meet the need of utilities for a nationally-known name behind a complete line of gas appliances, Servel will aggressively sell, advertise, and greatly widen distribution for its "All-Year" air conditioner and its water heater, W. Paul Jones, president of Servel, Inc., told the New York Society of Security Analysts at a recent meeting at the society's headquarters here.

Announcing a new price schedule, for Servel appliances, Jones said that for the first time the gas refrigerator is more competitively priced with most electric units. This is being accomplished, in spite of higher production costs involved, through internal savings, he declared.

Large downtown appliance and department stores especially will be utilized, as their promotion efforts help to establish the gas refrigerators in the public mind, thus benefiting utility distributors and dealers as well, Jones said.

To attract dealers, Servel is putting suggested list prices on its refrigerator line. In the past, prices were established pretty much on a local basis.

Jones also was quoted as saying at the meeting that Servel dealers will get a standard discount of 30%, which is said to be considerably higher than the dealer discount schedule in previous years.

"Our potential in the refrigeration business alone is terrific," he said, pointing out that 3,266,000 gas refrigerators have been sold since 1926,

but that there are now 22,900,000 gas users in the country.

"Because many gas companies service our refrigerators, the replacement market is nearly automatic," Jones continued.

"The gas companies, of course, have a logical self-interest in going all-out for the gas refrigerator. According to an American Gas Association study, the gas utility loses money if it serves a customer for one appliance, gets slightly into the profit column on the second, and shows a substantial profit with the third.

"Combination electric and gas companies also are finding the refrigerator and air conditioner worth pushing because they help to iron out seasonal peaks. Usually gas consumption is at its lowest point in summer, while electric current generally carries its peak load. Therefore, by staggering the load, these appliances help balance the situation.

"Since the war many utilities, because of the prodigious demand for gas, have been hard-pressed to service present users, much less promote additional uses. This situation is now reversing itself. Even as late as 1949 the Servel All-Year air conditioner could not be sold at all in areas serving 60% of the nation's gas meters because of restrictions on the use of gas for home heating.

"But with every passing month, in market after market, as gas supply and demand come into balance, utilities will have a real incentive for aggressively pushing our line."

## Moves to L & H



J. P. SCOTT

## Scott Heads Division --

(Concluded from Page 1, Column 2) for Universal Cooler Div. of Newport Steel Corp. to take the new position. He had been with the Universal Cooler Div. for seven years. Prior to that he had been associated with Victor Adding Machine Co., Bendix Home Appliances, Inc., and Nash-Kelvinator Corp.

## Florida Warned Against Air Cooling That Doesn't Return Water to Ground

GAINESVILLE, Fla. — Extensive use of water for air conditioning, except where the water is returned to the ground, should be discouraged, N. C. Ebaugh told approximately 100 air conditioning engineers at a conference at the University of Florida.

Ebaugh, head of the university mechanical engineering department, said Florida's fresh water supply is one of the state's greatest natural resources but that in some areas it is being overdrawn.

He said Florida's ground water supply comes from its copious rainfall, and not from mountainous and plateau areas of states to the North.

## New Draft of Code--

(Concluded from Page 1, Column 4) bers of the Sectional Committee, and welcomed by the industry as a long step forward in establishing a revised safety code which is in step with modern safety practices.

The revision work has been participated in by representatives of manufacturers, contractors, installers, enforcement or inspection authorities, fire underwriters, and user interests.

A seventh draft was recently sent to members of the Sectional Committee for comment and, as a result, an eighth draft was formulated by the Code Drafting Subcommittee and made available for the sectional committee meeting recently held. This resulted in the formulation of the ninth draft revision which has gone out for letter ballot.

The ASA B9 Safety Code on Mechanical Refrigeration is sponsored by the American Society of Refrigerating Engineers under rules of safety code formulation of the American Standards Association, Inc., and is adopted either in whole or in part by many municipalities throughout the country.

## Contractor Case--

(Concluded from Page 1, Column 2) come out for repeal of the law if the Supreme Court should uphold its constitutionality. Declared the Wisconsin State Journal, in an editorial:

"The Superior Court has upheld constitutionality of a state law that prohibits anyone but a licensed plumber from installing a water softener.

"This ruling will—and should—be appealed to the Wisconsin Supreme court.

"That court, too, may rule the law to be constitutional.

"But, if it does, the 1951 legislature should repeal the law. And it should look through the statutes for other equally silly laws that grant special and exclusive money-making franchises to other small groups of

## Barret Joins Hager-Fox

LANSING, Mich. — Hager-Fox Heating and Refrigeration Co., has announced the addition of Guy Barret to the sales and engineering staff.



# DON'T

# Use WATER!

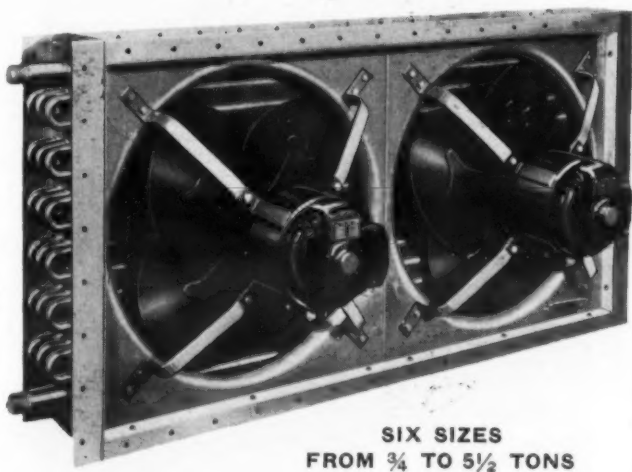
# use UNICON

SELF-CONTAINED, REMOTE TYPE  
AIR-COOLED CONDENSER

by **KRAMER**

## When to Use the UNICON...

1. To eliminate hot compressor rooms.
2. Where there is no water at all.
3. Where water is too expensive.
4. Where there is a sewage problem.
5. Where extra condenser capacity is required in an existing system.
6. For combination air-and-water cooled systems in an existing water cooled system.



SIX SIZES  
FROM 1/4 TO 5 1/2 TONS

**KRAMER TRENTON CO.**  
Trenton 5, N. J.

THERMOBANK - COOLMASTER - RADIAL UNITS  
PANEL UNITS - CUBERS - FINNED COILS -  
BARE TUBE COILS - HEAT INTERCHANGERS  
CONDENSERS Air Cooled, Water Cooled, Evaporative  
WATER COOLING EVAPORATORS  
BLAST COOLING COILS - BLAST HEATING COILS.

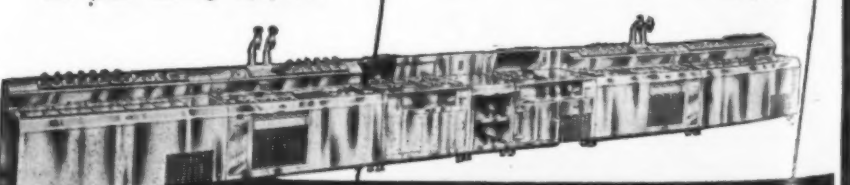


When you start talking soda fountains to your customers, Everfrost offers you all the features that make your sale easier. A complete line of fountain and luncheonette equipment designed in a modern streamlined style that lets you put the touch of a custom job on every installation. Your customers will be pleased with the attractive appearance, the economical performance and the years of dependable service in every Everfrost installation. The low original investment cost will amaze every prospect.

Write today for full details on this profit making equipment

- Slide-out Compressors
- All-dry Refrigeration
- Self-contained Pump Operated Carbonator
- Simplified Plumbing
- Deep Drawn Sinks
- No Messy Water Bath

**Everfrost** **DESIGN**  
The Everfrost Line of Fountain and Luncheonette equipment offers a new, greater flexibility. Each unit is designed to match perfectly with other units in a complete line-up.



**ANDERSON & WAGNER INC.**  
8701 South Mettler Street • Los Angeles 3, Calif.



**Goodwill Nickels!****'Paying the Shot' for Overtime Parkers Assures Space Turnover Without Illwill**

ELWOOD, Ind.—The problem of using available parking space to the best advantage without incurring the illwill of customers who overpark is handled effectively here by appliance and other firms under a "courtesy nickel" parking meter plan.

The plan, which has been in effect for more than a year, is carried out through the Elwood Chamber of Commerce. It works like this:

When a police officer finds a car parked overtime in a meter space, he issues a violation ticket in the usual manner. In addition, he places a courtesy nickel envelope under the windshield wiper and inserts a nickel in the meter. On the face of the envelope is the following legend:

"Patrolman No. .... found your vehicle, License No. .... overparked at this meter at ... a.m. p.m. on .... Realizing that you may have been inadvertently detained, he has placed a nickel in the meter for you from a fund supplied by the Retail Div. of the Elwood Chamber of Commerce. Please present this envelope along with your violation ticket to the City Clerk-Treasurer or to Police Headquarters and the customary fine will

be omitted. The envelope is also for your convenience in reimbursing our Courtesy Fund if you so desire.

"Meters speed turnover, thereby giving you a convenient place to park. By observing the parking limit, you help your neighbor and yourself.

"Elwood appreciates your patronage and invites you to come again."

If the violator desires, he can put the violation ticket in the envelope and mail it to the chamber's Retail Div. The chamber then turns the envelope over to the police department, and this releases the violator from the \$1 fine.

Most violators reimburse the courtesy nickel fund, according to John F. Klumpp, manager of the chamber. In fact, he said, the original \$10 fund has been maintained by violators' nickels and donations, and has also paid for the envelopes.

Both police and merchants feel that the plan is solving a difficult problem and also building much goodwill for Elwood among both local and out-of-town residents. Appliance firms participating in the plan include Kenny's Appliance Store, Melvin H. Kohn, and Reynolds Electric Co.

**'Coldest Beer' Slogan Attracts Thousands to Wishbone Cafe Yearly**

BOULDER, Colo.—Steady promotion of the slogan "The coldest beer in the world" and backing it up with extra refrigeration for draft beer, has annually attracted thousands of tourists, college students, and other visitors, to the Wishbone Cafe here.

When he opened the cafe several years ago, S. L. Nichols, head of the firm, realized that it would "take something different" to attract local townspeople, students at the University of Colorado nearby, and tourists.

After experimenting with many promotional ideas, he hit upon the fact that the average customer likes his beer as cold as possible during hot summer months, and developed the slogan which is now a year-round feature.

To insure that the slogan had meaning, Nichols installed a Perlick draft system, with which are combined two Frigidaire refrigerating units, instead of the usual one.

At the rear of the cafe, there is a 12-ft. by 11-ft. walk-in refrigerator, equipped with a 2½-hp. unit and adequate to stock 21 metal kegs of beer. The cooler room is kept at 34° by the unit, which, overnight, can pull the temperature of the beer in the kegs down to 36-37°.

Under the stainless steel draft unit at the bar is a smaller refrigerated chamber which is kept at 32°, by means of a 1-hp. condensing unit, incorporated within the stainless steel housing.

Thus, kegs of beer which are transferred swiftly from the cooler room to the draft-arm section, have little or no opportunity to pick up heat, and the beer, tapped direct from the keg, flows into the glasses at a temperature of between 32 and 34°.

During the summer months, in still another refrigerated compartment, all beer glasses are iced down with flake ice in a large basket beneath the bar.

**Icemakers Not Haymakers!****'Golden Gloves' Tournament Sets Pace For Yorkube Sales Campaign In Dayton**

DAYTON — A sales stimulating Yorkube Golden Gloves tournament was begun here last week by York- Dayton Refrigeration, Inc. It is part of a national sales campaign to increase sales of Yorkube ice makers during February and March.

The contest uses rules and names that resemble a boxing bout. Each sale is a "knockout." The salesmen are tagged with names that make the scorecard look like a night at Madison Square Garden. There are "judges," "announcers," and "referees."

The contest is based on inter-dealership rivalry. In the Red Trunk Division, Toledo is pitted against Columbus, Mansfield against Canton, and Dayton against Louisville.

"We're certainly going to do better than our quota," says G. H. "One Round" Shanks. "We have one of the best sales forces on automatic ice makers in this part of the country. We're going to beat the socks off Louisville."

To beat the quota, Shanks and his "boxers" are using tried and true sales techniques. Leading the heavy punch parade is direct mail with personal follow-ups.

On these follow-ups, Shanks' men use what he considers a prime sales-getter—testimonials by satisfied users. When a salesman calls, he also has a four-color catalog complete with blank form to fill in about the user's needs and cost.

Emphasizing the slogan, "Either cubes or crushed at the turn of a knob," Shanks' men proceed to show the prospect how he can own a York automatic ice maker for the price he is now paying for ice. For instance, if the prospect is paying \$2 a day for ice, the salesman shows how the machine can be bought for that same two dollars in 740 days. If the ice bill is \$3, then only 498

days are required. However, if the prospect is a smaller user paying only \$1.50 per day, then it requires 1,086 days to purchase the ice maker. If the prospect is undecided after the call, the salesman leaves the catalog and calls back later.

"About 45% of our ice makers are sold on the meter plan," says Shanks. "We'll put one in for \$125 down and \$1.50 a day in the meter. We'll also do it for \$125 down and \$2 per day in the meter or nothing down and \$3 per day. With this type selling and contest we just can't fail to better our quota."

**Dept. of Agriculture Issues Booklet Covering Marketing Methods for Frozen Foods**

WASHINGTON, D. C.—Under the title "Marketing Frozen Foods—Facilities and Methods," the U. S. Department of Agriculture has published a study of the kind of facilities used for the handling of frozen foods.

The 175-page book is the work of three men in the Marketing Facilities Branch of the Production and Marketing Administration. They are J. Stanford Larson, marketing specialist, and James A. Mixon and E. Clinton Stokes, agricultural economists.

The book takes up the processor's role in marketing frozen foods, transportation facilities, warehouse facilities, the wholesale distributor, delivery facilities and methods, retail facilities, institutional and industrial facilities, locker plants, and home storage facilities.

In addition, it sets forth the authors' conclusions as to efficient and inefficient facilities and handling methods, and raises problems for investigation.

**Omaha Grocers Watch Florida Bid To Secure \$22 Million RFC Loan**

OMAHA, Neb.—A \$22,000,000 loan sought by Florida grocers from the Reconstruction Finance Corp. to be used for rebuilding and modernizing members' food stores is being watched intently by Nebraska grocers, according to Louis Kavan, secretary of the Independent Grocers & Meat Dealers of Omaha. The Omaha association has 275 members.

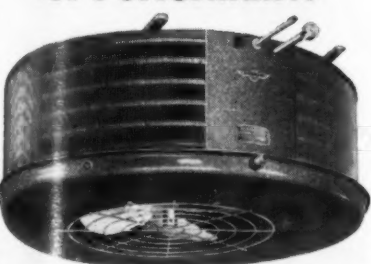
Kavan said that if the grocers in Florida are able to obtain the RFC benefits, Nebraska grocers might be interested in such an effort. Such financing would enable Nebraska food retailers to add new reach-in refrigerated vending cases which are needed, especially for vegetables and self-service meat departments, he pointed out.

"We have many men in Nebraska able to operate big groceries but they just don't have the capital," Kavan added.

**Bohnen Is Vice President Of International Register**

CHICAGO—International Register Co., manufacturer of the Meter-Matic coin meter, has announced the appointment of E. J. Bohnen as vice president in charge of sales. Bohnen was formerly sales manager.

The company also announced that H. H. Rosenheim had been promoted to assistant sales manager.

**LOOK to LARKIN for Performance****LARKIN TURRET HUMI-TEMP**

The acid test of any product is performance. That's why you will find Larkin products used so widely for so many different refrigeration and air-conditioning applications. Users know from past experience that they can count on Larkin for top performance—day in, day out—year in, year out.

Manufacturers of the original Cross-Fin Coil—Humi-Temp Units—Evaporative and Air Cooled Condensers—Air Conditioning Units and Coils—Direct Expansion Water Coolers—Steel Vacuum Plate Coils—Heat Exchangers.

MEMBERS OF THE NATION'S FOOD SUPPLY

LARKIN COILS

517 MEMORIAL DR., S.E. - ATLANTA, GA.

**Michigan Baker Introduces 'Heat 'N Eat' Bread, Rolls**

DETROIT—"Heat 'N Eat" bread and rolls that are baked to 80% completion so that the housewife can finish the baking process at home and serve them from her own oven have been introduced in Michigan by Schafer's Bakeries here.

According to Schafer, the bread and rolls can be kept in the refrigerator for weeks or the freezer indefinitely by the housewife. The bread bakes in from 12 to 20 minutes and the rolls in seven to 10 minutes.

## Presenting THE NEW P. H. "SHOWMAN" LINE

### DOUBLE DUTY "Grad-U-Matic" DISPLAY CASES

### THE 10 FOOT MODEL REMOTE

(Also available in 6' and 8' models)

## Designed to INCREASE SALES

THRU BETTER VISION . . . BETTER DISPLAY . . . BETTER REFRIGERATION

At last! A display case that's designed in every detail to help you increase sales!

It's the new Puffer-Hubbard "Showman" Case . . . finished in lifetime porcelain and stainless steel . . . streamlined to the nth degree to focus your customers' attention on the products you have to sell!

It's the new case with maximum interior display area! With full vision, Triple Thermopane (non-fog) front window! With dual fluorescent (no-shadow) lighting!

And the "Showman" Case will keep your meats and dairy products in the most appealing, saleable condition. It's equipped with "Grad-U-Matic" Air Conditioning! The exclusive Puffer-Hubbard feature which practically eliminates shrinkage, spoilage and discoloration . . . through effective control of Temperature, Humidity and Air Flow!

The "Showman" will also help you increase profits! Through the increased efficiency of your clerks! Through lower upkeep and operating costs! Through the longer life of the case itself! See it for yourself . . . Today!

REACH-IN CABINETS  
DAIRY-DELICATESSEN CASES  
PASS-THRU CABINETS

FOR FULL COLOR BROCHURE  
**WRITE TODAY**

FLORIST CABINETS  
SLO-DOUGH RETARDERS  
DRY BEVERAGE COOLERS

### FEATURING

- 1 Beautiful New Molded Streamline Design.
- 2 Full Vision, Front and Rear.
- 3 Triple Thermopane "Non-Fog" Front Glass.
- 4 All Porcelain Exteriors and Interiors with Stainless Steel Trim.
- 5 Fluorescent "Non-Glare," No-Shadow Lighting.
- 6 "Grad-U-Matic" Temperature, Humidity and Air Flow Control.
- 7 Maximum Display Area—All Porcelain Display Shelves.
- 8 Reinforced Steel Clad Frame with Steel Exterior Bottom.



## Better Display of Refrigerated Wines In Store's New Showcase Increases Wine Sales 350% In Spite of Generally Slowing Market



Refrigerated wine display at Frederick Foss.

GOLDEN, Colo.—Because he felt that eye-appealing, refrigerated display of wine and champagnes was the best means of building up "buying impulse" in the public, and designed a custom display refrigerator for the purpose, wine retailer Frederick Foss here enjoyed a 350% increase in sales during 1949 over 1948.

Foss operates the Golden community's outstanding drugstore, an ultra-modern institution which includes a full-sized restaurant, and the largest package liquor store in the Denver suburban area.

While Golden, 15 miles from Denver, has a year-round population of only 7,000, it is thronged with tourists each summer, and in addition, supplies thousands of residents in small hamlets and resorts spread along the Rocky Mountain foothills.

Thus, the store has spread into many lines and services, among which

the package liquor store is one of the most important.

Like many other wine retailers, Foss saw his sales drop seriously early in 1948; a situation which continued except for temporary increases effected through suggestive selling programs, aggressive advertising, etc.

Discouraged with slow turnover of many leading wines and champagnes, despite a stock of favorite labels, he began casting about for a "solution."

Studying reports on past sales, Foss noted that during each summer for the past three years, strongest sales were represented by calls for chilled wines. These had heretofore been kept in a walk-in refrigerator at the rear of the store, where there was, of course, little opportunity to display them effectively.

Convinced that better display of refrigerated wines might lead to a sharp pickup in sales, Foss experimented with the design of various types of refrigerated display cases, finding none ready-manufactured which fitted the purpose ideally.

Eventually, he hit upon the idea of a stainless steel display case of the same height and general size of all-glass counter cases in the store,

and took his specifications to a commercial refrigeration manufacturer, the Grauman Fixture Co., in Denver.

The result was a case which can accommodate up to 20 cases of popular wines, and show 40 bottles of champagne.

### BUILT OF STAINLESS STEEL

Twelve feet long, the refrigerated unit is built entirely of stainless steel, stands 4 ft. high, and has three sliding glass doors at a 45° angle at the upper front, through which customers can see the interior.

Two of the three sections are devoted entirely to chilled wines and beer. An 8-ft. wire shelf, chromium plated, runs the full length of two sections, well above the storage area.

On the shelf quarts and magnums of champagne from six famous wineries are displayed, tilted at the proper angle, and with labels up a few inches below the glass, where they can be easily read.

At the base of each bottle is a price card, which invites the purchaser to serve himself if he desires. Sparkling burgundy and other "demand" wines are included on this shelf.

In the area below are all favorite varieties of wines in all brands so that the Foss organization can swiftly deliver to the customer any label and any flavor when requested.

Refrigeration can be adjusted to any level as desired, generally kept around 35° by a ¾-hp., remote condensing unit, which supplies uniform cold. Thermometers are distributed along the interior to indicate the temperature, another important selling point stressed by Foss.

### FIXTURE IS 'BRIGHT SPOT'

With cold-cathode lighting supplied by concealed lamps, the fixture is a "bright spot" in the store interior, and pulls attention almost from the moment the customer enters the store, according to the Colorado retailer.

As a result, "pickup sales" of wines and champagnes jumped immediately, and hit the 350% mark within two months after the box was installed.

"We find refrigerated wines are requested all the year-round," Foss said, "and that the refrigerated display, because the customer can serve himself, is consistently selling many people whom we had never considered wine prospects."

Despite the fact that he regularly informs his customers that many of the wines shown are better served at room temperature, Foss finds that the majority simply "want it cold."

"I think the display itself is responsible for building up a taste for wines," he smiled. "Nearly everyone can remember a pleasant interlude with chilled wine in the past, and the obviously-refrigerated wines in the case stimulate a desire to try it again."

### Tree Takes On New Post

NEW YORK CITY—Russell T. Tree has been appointed general manager of Mainco Air Conditioning and Refrigeration Corp.

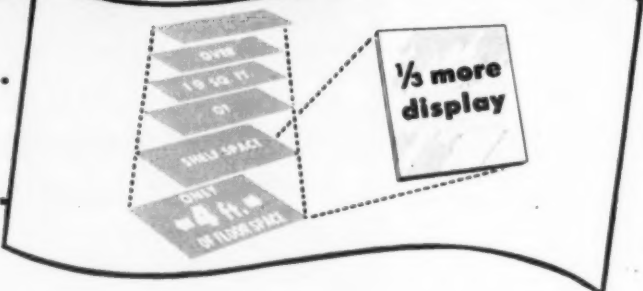
## HERE'S WHY the SELB is SUPERIOR IT'S CORK INSULATED....

MORE DISPLAY • BETTER DISPLAY • MORE SHELF SPACE IN LESS FLOOR SPACE...



22 cu. ft. CAPACITY

**Selb S-4**  
refrigerated  
DISPLAY CASE



DIMENSIONS: 48" long x 30" wide (23" at top) x 50" high. Over 22 cubic feet capacity.

SHELVES: 10½" x 42", 13½" x 42", 17" x 42". Bottom area 24" x 42".

DISPLAY GLASS: 38½" x 38½".

CONSTRUCTION: Rustproofed, cold rolled, heavy gauge sheet steel, sparkling chrome trim, rubber gasketed seals throughout, no metal-to-metal contact prevents cold conduction losses. Alumilite finish shelves.

MECHANICAL: Cold cathode fluorescent illumination. Crystal clear, triple-paned, non-fogging sealed glass front. Complete with cooling coils and expansion valves.

FINISH: Gleaming baked enamel, resistant to chipping, trimmed in glistening fluted chrome strips of heavy gauge.

INSTALLATION: May be operated on ¼ h. p. refrigeration unit installed at remote point or in adjoining counters.

SELB LEADS  
THE WAY  
SEE IT TODAY

**Selb**

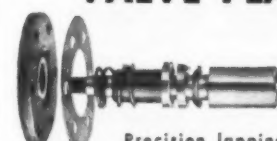
MANUFACTURING CO.

1541 SALZMAN AVE. • ST. LOUIS 20, MO.

**Servicemen!**

FOR MAXIMUM EFFICIENCY USE

CHICAGO SEALS AND VALVE PLATES



Precision lapping, superior construction and simple installation make Chicago seals ideal for replacement.



Only Chicago valve plates have replaceable seals. Replacements for all 340 compressor models.

CHICAGO SEAL CO.  
132 S. MYNNE AVE. CHICAGO 12, ILL.



# Wholesaler Sales, Inventories Drop Slightly During 1949

WASHINGTON, D. C.—Sales for the year 1949 were down 1% for appliances and specialties wholesalers and down 5% for commercial refrigeration parts and equipment wholesalers, the U. S. Bureau of Census reported recently.

Appliances and specialties wholesalers reported no change in sales between November and December, 1949, and a 7% gain in December as compared with December, 1948. Inventories dropped 6% between November and December. December inventories were 28% lower than in December, 1948.

Commercial refrigeration equipment and parts wholesalers reported December sales as up 4% from December, 1948, and down 16% from November, 1949. Inventories in December were 7% below December, 1948, and 2% below November, 1949.

## Washington Contractors Elect Bushnell President



S. W. Bushnell (L), new president of the Refrigeration Contractors Association of Washington, with E. S. Matthews, regional director of the Refrigeration & Air Conditioning Contractors Association.

SEATTLE, Wash.—At the third annual convention of the Refrigeration Contractors Association of Washington, S. W. Bushnell, Refrigeration Engineering Co., Seattle, was elected president; W. C. Stone, W. E. Stone & Co., Seattle, vice president; Arthur M. Carney, secretary; and V. E. Kauffman, Northwest Baker Ice Machine Co., Seattle, treasurer.

An extended program of manufacturer-jobber-contractor relationships was advanced for 1950.

## Parker Sells Cutler-Hammer Line In Southeast States

MILWAUKEE — Cutler-Hammer Inc., has announced appointment of Joe E. Parker, Atlanta, as southeastern refrigeration sales representative.

Southeastern regional sales agent for Tecumseh Products Co., manufacturer of domestic refrigerator compressors, Parker will handle the complete line of Cutler-Hammer replacement controls.

Offices of the new representative are located at 699 Spring St., N. W.

Serving THE REFRIGERATION INDUSTRY Since 1919

**Specify Acme For Top Performance**

- FRON SHELL AND TUBE CONDENSERS
- DRY-EX WATER CHILLERS
- HI-PEAK WATER COOLERS
- FR ON SHELL AND COIL CONDENSERS
- HEAT EXCHANGERS OIL SEPARATORS
- INDUCED DRAFT COOLING TOWERS\*
- EVAPORATIVE CONDENSERS
- LIQUID RECEIVERS
- BL -COLD INDUSTRIAL UNIT COOLERS
- PIPE AND FIN COILS
- AMMONIA CONDENSERS

\*A new Acme product with outstanding features. Write for Catalog No. 40

Write for free catalog on any of the above items.

**ACME INDUSTRIES Inc.**  
JACKSON, MICHIGAN

Representatives in principal cities

# Appliance, Refrigeration Wholesaler Sales Rose In December

| SALES                                    |  |                 |                |                |                 | INVENTORY, END-OF-MONTH (AT COST) |                 |                |                     |                        |
|--|--|-----------------|----------------|----------------|-----------------|-----------------------------------|-----------------|----------------|---------------------|------------------------|
|  |  | Per Cent Change |                |                | Dec. 1949 Panel |                                   | Per Cent Change |                | December 1949 Panel |                        |
|  |  | Dec. 1949       | Dec. 1949      | 12 Mos. 1949   | No. of Firms    | Reported Dollar Values            | Dec. 1949       | Dec. 1949      | No. of Firms        | Reported Dollar Values |
| Kind of Business and Geographic Division |  | from Dec. 1948  | from Nov. 1949 | from Dec. 1948 | Report- ing     | (add 000)                         | from Dec. 1948  | from Nov. 1949 | Reporting           | (add 000)              |
| Appliances and specialties wholesalers   |  | + 7             | 0              | - 1            | 83              | 18,648                            | -28             | - 6            | 61                  | 11,191                 |
| New England                              |  | +38             | +26            | - 3            | 4               | 749                               | - 4             | +13            | 4                   | 579                    |
| Middle Atlantic                          |  | +10             | -10            | + 7            | 20              | 7,700                             | -37             | -15            | 11                  | 2,435                  |
| East North Central                       |  | +36             | +38            | + 4            | 14              | 2,736                             | -27             | - 2            | 9                   | 1,066                  |
| West North Central                       |  | -24             | - 7            | -12            | 11              | 1,746                             | -22             | - 5            | 8                   | 2,334                  |
| South Atlantic                           |  | -17             | -13            | - 8            | 13              | 1,731                             | -26             | + 1            | 12                  | 1,644                  |
| East South Central                       |  | -21             | - 7            | +12            | 4               | 589                               | -26             | - 5            | 4                   | 797                    |
| Mountain                                 |  | + 9             | + 9            | -20            | 6               | 818                               | -23             | - 3            | 6                   | 913                    |
| Pacific                                  |  | +56             | +10            | + 9            | 8               | 2,224                             | -33             | - 7            | 4                   | 942                    |
| Refrigeration equipment, parts (com'l)   |  | + 4             | -16            | - 5            | 25              | 781                               | - 7             | - 2            | 20                  | 2,041                  |
| Middle Atlantic                          |  | +16             | + 7            | - 4            | 6               | 231                               | *               | *              | *                   | *                      |
| South Atlantic                           |  | + 8             | -40            | + 2            | 6               | 179                               | +10             | - 4            | 6                   | 583                    |
| Pacific                                  |  | +26             | +11            | -14            | 6               | 155                               | -24             | - 4            | 6                   | 393                    |

\*Insufficient data to show separately.

ing of \$4,500,000 to help finance... shows current assets of \$493,678... recovery in the afternoon mod...

Room Air Conditioner Sales up 25% in '49

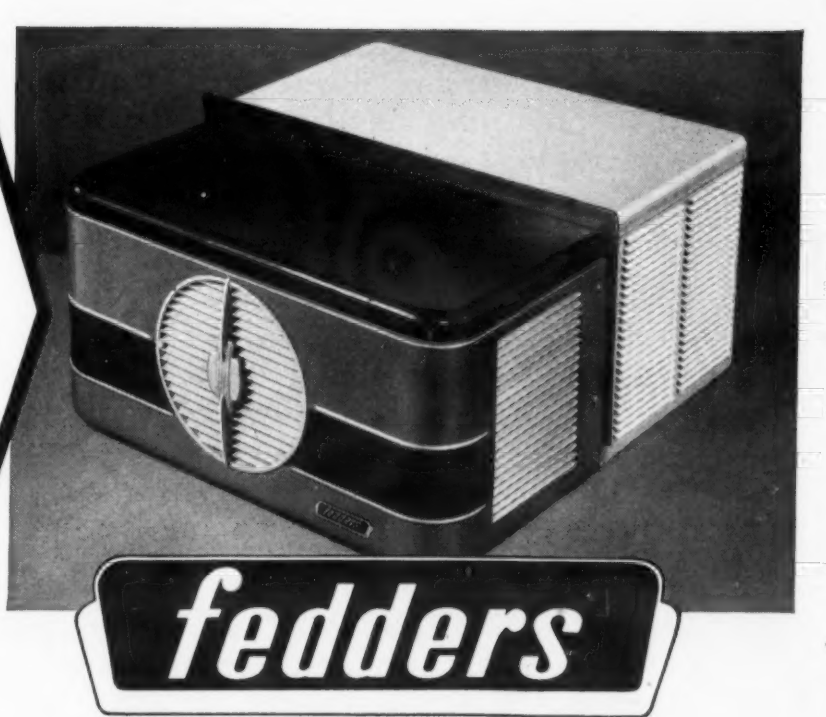
FEDDERS SALES UP OVER 100%!

... after taxes and all after preferred dividends, to \$7.18... a share on 3,911,521 shares of out-... attitude was reflected in a drop...

... Volu... over the... ings bro... issues and 29... Pro... oper... Unit... block... ded ne... 3,000 sh... national on 3,400... lower fr... point...

# MORAL: Sign up for Fedders Great New 1950 Line!

- NIFTY FOR FIFTY! PACKED WITH NEW FEATURES AND EXTRA PROFITS FOR YOU!**
- HINGED LIFT TOP...** Makes replacement of filters easy. Cabinet is furniture-styled and all controls concealed.
  - UNIT HERMETICALLY SEALED...** Completely welded... diminishes service... keeps in the safe Freon-12 refrigerant... lubricated for life. Five-year Protection Plan.
  - QUIET OPERATION...** A triumph of Fedders engineering, this unit operates at lowest noise level in history... seals out irritating street noises... cools room silently and provides year 'round comfort.



**Climb on the Fedders Bandwagon!** It's the fastest growing line in the fastest growing field in the appliance industry! Sell Fedders with full confidence that you are giving your customers more air-conditioning per dollar than they'd get buying any other unit... regardless of price. Beautiful new units fit into the window, plug in like a radio, require no ducts, no pipes, no water connections.

**MAIL COUPON FOR FACTS NOW!**

**A GREAT NAME SINCE 1896**

Fedders-Quigan Corporation, Dept. AC-1, Buffalo 7, N. Y.

Gentlemen: Please send me complete information on the 1950 line of Fedders Room Air Conditioners for we'd like to get aboard your profit band-wagon selling this new comfort appliance.

Name.....

Company..... Address.....

City..... County..... State.....



## INSIDE DOPE

by GEORGE F. TAUBENECK

(Concluded from Page 1, Column 1)  
And helps the common man.

But, father, won't there come a time  
When they run out of cash  
And we have left them not a dime  
When things will go to smash?

My faith in you is shrinking, son,  
You nose little brat,  
You do too damn much thinking, son,  
To be a bureaucrat.

### Lincoln's Gettysburg Address Revised

"One score and 16 years ago, our fathers brought forth upon this nation a new tax, conceived in desperation and dedicated to the proposition that all men are fair game. Now we are engaged in a great mass of calculations, testing whether that taxpayer or any taxpayer, so confused and so impoverished can long endure. We are met on Form 1040. We have come to dedicate a large portion of our income to a final resting place with those men who here spent their lives that they may spend our money. It is altogether anguish and torture that we should do this. But in the legal sense, we can't evade, we cannot cheat, we cannot under-estimate this tax. The collectors, clever and sly, who computed here, have gone far beyond our poor power to add and subtract. Our creditors will little

note nor long remember that we pay here, but the Bureau of Internal Revenue can never forget what we report here. It is for us taxpayers rather to be devoted here to the tax return which the government has thus far so nobly spent. It is rather for us to be dedicated to the great task remaining before us, that from these vanishing dollars we take increased devotion to the few remaining; that we here highly resolve that next year will not find us in a higher income bracket, that this taxpayer, underpaid, shall figure out more deductions, and that taxation of the people by the congress for the government shall not cause our solvency to perish."—*Western Bldg.*

### Point Your Own Moral

"Tom, you need a rest," avowed Mrs. Edison, spouse of the great inventor. "You simply must go off somewhere for a vacation."

"Where would you suggest that I go?"

Mrs. Thomas A. Edison thought for a few minutes.

"I have it," she solved. "Sit down in that chair and try to imagine where—in all the world—you'd most like to be and would enjoy yourself the most. Then go there tomorrow."

He did just what she told him to do. Next morning the man who defined genius as "2% inspiration and 98% perspiration" went back to his laboratory.

And that was before the day of excessively high taxes, too!

### Ad of the Week

"If you can't make both ends meet, make one fish."—*Augie's Fish Market, Evansville (Ind.)*.

### Confusing Conferences

One of the shortest chapters we have encountered in any book appears in "The Office and Tomorrow's Business," written at least three decades ago by L. C. Walker, who was president of Shaw-Walker then, and published by Appleton-Century. Chapter XV of this book was entitled: "The Business Conference." The entire chapter was condensed into two brief paragraphs:

"If a conference must be held, it should be kept clearly in mind that it is a device for considering, clearing, and adopting policies, never for carrying them out."

"What American business needs is more clearance and less conference."

### Gosh!

H. C. L. Jackson, beloved columnist for the *Detroit News* and author of an hilarious Conjure House book, "Dogs, Cats and People," blew his top in a recent piece for his paper. He exploded thusly:

"Last evening when, on hushed feet, we hied us to the refrigerator, and opened the door, in search of some sort of succulent little snack to save us from the 10 p.m. starvation, what happened? Out sprang a pint of milk. We managed to catch it before it bashed on Mrs. Mama's well washed floor, but the shock was so great that, having returned the dingbusted bottle to the refrigerator, we shut the door again, and went in the living room and sat down in our favorite chair, the appetite just plain scared out of us. But:

"As we sat there, we rather mumpily considered several phases of that dratted game you might call

Ice Box Checkers. Obviously, the purpose of Ice Box Checkers is to try to jump two quarts of milk, a bottle of stuffed olives, a half pint of cream, a jar of mayonnaise, and get at the bottle of coke cowering back there in the King Row. If you can do it without breaking anything, you win. If you do break anything, believe us, you loose. Now:

"There may be families in this world with wallets so rotund that they can afford refrigerators big enough so the game of Ice Box Checkers doesn't have to be played by a mere male on larceny bent, but —We doubt it.

"We remember a man who kept buying bigger and bigger refrigerators for his wife, but he dolorously told us that even though he had one large enough so he could stand in it—and he was six feet tall—and keep cool on a blistering summer day—he couldn't, because his wife had it just as crammed full as the wee-bit one with which they started their married life.

"Consequently, the average one-car, one-horse refrigerator-family has to keep on playing Ice Box Checkers. When you fill the lower section of the refrigerator with milk, cream, French dressing, maraschino cherries, ginger ale, and those mysterious dishes—usually with a knob on top—which contain the leftovers of recent family meals and are lurking there before they reappear on the table under some other guise, and . . . When you have to jump over and past and around them to get at whatever tidbit you seek—and it always is at the back—there's a checker problem even Einstein would fink.

"There are particular phases to this indoor pastime that are particularly irksome to particular persons: Hap, for example, confesses that he howls a properly suppressed howl when he reaches to the rear of the refrigerator for a bottle of beer and scoops up, on his cuff, come of that currant jelly that quivered on last evening's menu. Sam breaks out in resentment against modern efficiency each time he starts scooping for a bit of old cheese and finds he's gotten himself a hunk of iron-hard butter. Pete silently explodes. One of the horrors of Ice Box Checkers is that, due to the fact that it is played without the knowledge of the Lady of the House, no audible complaints are possible. Pete silently atomizes when he exhumes a likely-looking dish only to find it partly filled with what once was creamed salmon.

"As we considered these phases last evening, we were gracious enough to give thanks that, at least, this isn't the worst season of the year in which to play Ice Box Checkers and that is: The Watermelon Season!

"We know of nothing so truculently stabled in a refrigerator as a watermelon. Put one of those things in storage and right away it goes berserk. And worse than that! It even brings out the evil in the nature of the other things with which it is housed. Why, a little half-pint cream bottle, usually gentle and amiable, if cuddled against the curving side of a watermelon, becomes a menace! Oh, well, we spend too much time on this subject, we fear.

"What the average man should have is a clear and comprehensive chart by which he could steer a moderately safe course between the Scylla of fresh eggs and the

Charybdis of a piece of lemon pie to that remote and restful haven where lurks the object he's seeking. Only . . . No chart is possible. Because the obstacles keep changing their positions from day to day. Even from hour to hour! What yesterday was at the port side, front, today is on the starboard side, half way back. And what was firmly anchored in the front row now is balancing nervously amidships. It all depends on the most recent whim of the Little Woman.

"We know that what we've said sounds pretty baffling, but we'll call every kitchen-snatchin' husband in creation to support our statement that it isn't half as baffling as the game of Ice Box Checkers, itself!"

### Out of Our Mailbag

"I have quit refrigeration after about 40 years. As near as I can remember it was 1910 I helped install an ammonia outfit which was powered by a sort of a diesel. I remember we put in so much fuel according to how long we wanted to run. Then we would heat a gadget which acted as an igniter and the engine would run till the fuel ran out.

"Anyway, a lot of water has run under the bridge since then. Today, competition is such that I cannot operate. For this reason, most people here work for G-E who can get a 15% discount or they know a driver for some creamery who can get a home freezer in some cases for less than the dealer.

"We get a few installations where the equipment is sold by some drug, beer, or grocery salesman. If the equipment is standard they bring in their own men. What these men get I don't know. I do know we have to pay a man \$2.50 per hour, furnish truck, tools, etc. When the job is done the equipment has taken the customer's money and we have to wait six months or a year for ours.

"I quit."

A. C. HEWES

### Antidote Quotes

"I am sure the mass of the citizens of these United States mean well, and I firmly believe that they will always act well whenever they can obtain a right understanding of matters."—GEORGE WASHINGTON.

"No advantage of any kind seems to me able to compensate for a dictatorship, no matter what kind. I have lived 20 years under the fascist dictatorship, and that's enough for me.

"I have at heart above all the human person, the individual, the man with his name, occupation, age, face, body, arms, legs. In the modern world everybody is trying to remake society: the Russians, the Americans, the communists, the fascists, the democrats, the police, the armies, the newspapers, the radios. They all think of society, and nobody thinks of the individual man.

"The modern world always thinks by categories, classes, nations, groups, castes, and this raises the suspicion that the modern world forgets that these categories (classes, nations, groups, castes) are composed of individual people who can be said to be alike only by some process of reduction or amputation."—ALBERTO MORAVIA, Italian author of the sensation-selling novel, "The Woman of Rome."

## THE WORLD'S

leading appliance manufacturers are listed among Grand Rapids Brass customers. Because in building the

## FINEST

products, in terms of quality and value, it is only natural that they select hardware for their

## APPLIANCES

that will continue to look like new and function perfectly through long years of service — hardware which will

## HAVE

such customer-attracting features as smart, modern designs, beautiful chrome-plated finishes, and locks with "Living Action" which assure easy dependable operation.

## GRAND RAPIDS BRASS

will be glad to estimate your needs in commercial, domestic refrigeration hardware, stove hardware and nameplates for all kinds of appliances . . .

## HARDWARE

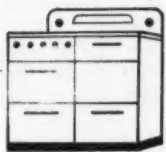
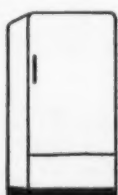
that will give you and your customers assurance of satisfaction, outstanding quality and workmanship.

Manufacturers of hardware for COMMERCIAL REFRIGERATORS, DOMESTIC REFRIGERATORS, GAS STOVES, WASHING MACHINES, ELECTRIC RANGES

DIVISION OF CRAMPTON MANUFACTURING COMPANY

Grand Rapids Brass  
COMPANY

GRAND RAPIDS 4, MICHIGAN



## REDUCED VOLTAGE STARTERS

### for Squirrel-Cage Motors

Reduce starting current on your compressor circuits and prevent lamp flicker with Bulletin 640 or Bulletin 740 compression resistance starters. Ideal for network systems or where the power company imposes current limitations in starting large a-c motors. Write for bulletin, "Automatic Reduced Voltage Starters" containing complete information. Allen-Bradley Co., 1313 S. First Street, Milwaukee 4, Wis.



ALLEN-BRADLEY

QUALITY

MOTOR CONTROL



## Valley Refrigeration Shifts Headquarters

FRESNO, Calif.—The Valley Refrigeration Co., which distributes commercial and industrial refrigeration equipment and frozen foods, is currently moving its headquarters from Tulare to Fresno, Robert C. Fish and Felix K. Hawthorne, partners in the company, have announced.

The firm has operated from Tulare for the past 12 years and has conducted a branch at Fifth St. and Belmont Ave. here for two years. Now the relationship of the two locations is to be reversed as Fresno is considered to be the center of the company's eight county territory.

Valley Refrigeration is now constructing two wings and a metal refrigeration unit for the storage of frozen foods at its quarters here.

## Survey Shows Market

### 67% of Grocers Plan To Buy Equipment This Year

CHICAGO — Sixty-seven out of every 100 grocers are planning to buy new equipment in 1950, the *National Grocers Bulletin*, published by the National Association of Retail Grocers here, reported recently.

They plan to spend from \$25 to \$100,000 for that equipment, the magazine added.

From a survey it conducted, the *Bulletin* also reported that seven out of 100 grocers plans to build a new store, while 55 out of the same figure expect to remodel their present establishments.

Building costs are anticipated at from \$6,000 to \$325,000 and remodeling costs will probably be from \$50 to \$40,000.

## Big Vending Machine Order Is Placed by Chicago Firm

DALLAS—The largest single order ever placed for soft drink cup vending machines was recently given to the Texas Engineering & Mfg. Co. here by the Super Vend Sales Corp. of Chicago, the two companies announced jointly.

The machine is said to dispense a choice of three beverages in paper cups.

## Fagan To Handle Carrier Units

LITTLE ROCK, Ark.—Fagan Electric Co., Spring at Ninth, here, and Cleveland at Elm, El Dorado, has been appointed dealer for Carrier air conditioning units.

## Colorful BANNERS



### IDENTIFY YOUR INSTALLATIONS!

Distinctive, custom designed, cloth banners displayed wherever your systems are installed, will prove real "sales getters" and provide many live prospects for air conditioning equipment.

You can have these luxury cloth banners created especially for your company at a surprisingly low cost. Send us a rough sketch, copy and a sample of your firm's trade-mark. We will promptly mail back a comprehensive drawing in color of the banner and complete costs.

There is no obligation!

ABACROME, INC.  
455 WEST 45th STREET  
NEW YORK 19, N. Y.

## If Prospect Balks at Buying New Display Case, Commercial Dealer Takes Him To See Installation Already Making Money

PHILADELPHIA—A use-the-user program in effect at Hill-Philadelphia Refrigerator Co. is paying off handsomely in commercial refrigerator sales, according to Art Z. Smythe, president.

Smythe summed up the plan like this:

"Our salesmen always try to get a potential customer to look over the setup that has been in use in another store where we have installed refrigeration equipment, rather than describe how an installation will look or show him illustrated catalogs. Once we have taken him to see the actual layout, the sale usually results."

Smythe added that the prospect is shown a store that resembles his own whenever possible.

One specific example of the benefits of the plan was cited. A salesman had tried to sell one prospect an 8-ft. self-service meat case with-

out much success. Finally, he was able to persuade him to inspect another store that had added cases of this type.

When the prospect saw how the store looked with the cases in it and when he learned from the owner that business had increased immediately upon installation of the units, he bought not one but two meat cases. Within a few weeks, he ordered two more, and then another two.

Thus a contact that might have resulted in the sale of only one case wound up in the purchase of six.

"While this is an unusual circumstance," Smythe said, "I can readily show where multiple sales have resulted when we showed prospects other stores. We have been successful in selling almost every prospect whom we took to another store."

To obtain "live" sales leads, the company makes numerous contacts with such establishments as store

fixture houses, scale and slicer machine organizations, and modernization firms. These concerns pass onto Hill-Philadelphia the names and addresses of retailers to whom they are supplying fixtures and other equipment.

In return, Hill-Philadelphia gives leads to these organizations which are secured through salesman contacts. In this way, all concerned stand to benefit.

Since all his salesmen are paid on a commission basis, Smythe occasionally puts a bonus plan into effect for a certain period, such as from Thanksgiving to New Year's. During the last such period, the salesmen were given an extra one per cent commission.

Right now, Smythe is trying to work out some sort of incentive-cash plan to reward the salesman bringing in the most business in any one period.

## 1947-48 Data on Ice Cream Industry Included In Book

WASHINGTON, D. C.—A new booklet titled "Ice Cream Industry" has just been published by the U. S. Department of Commerce, which is available to the trade at 10 cents per copy.

The booklet contains statistical information on the industry for the years 1947 and 1948 and an extensive bibliography of publications in the field. The bibliography is divided according to government publications, non-government publications, trade journals and other periodicals.

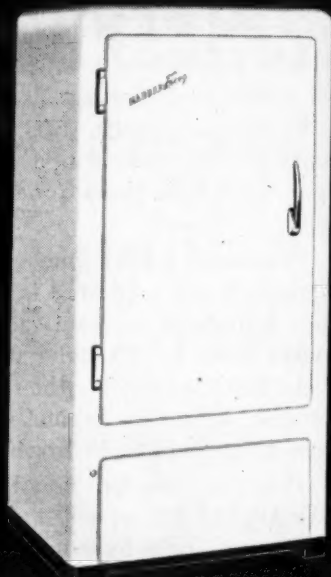
A list of national trade associations is also included.

Copies may be obtained by writing to the Business Information Service of the Department of Commerce, Washington 25, D. C.

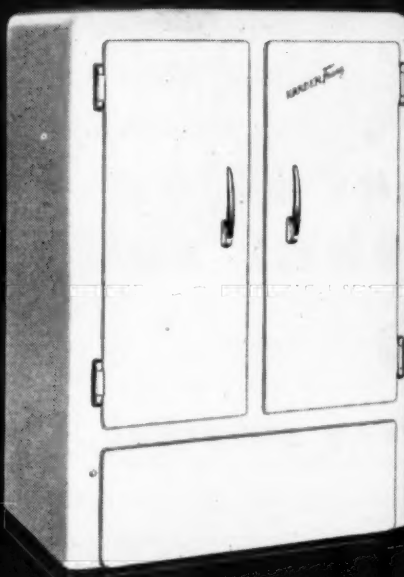
## H & H Chartered In Louisiana

SHREVEPORT, La.—H. & H. Equipment & Fixtures Co., Inc., here has obtained a charter from the Secretary of State to deal in commercial refrigeration equipment.

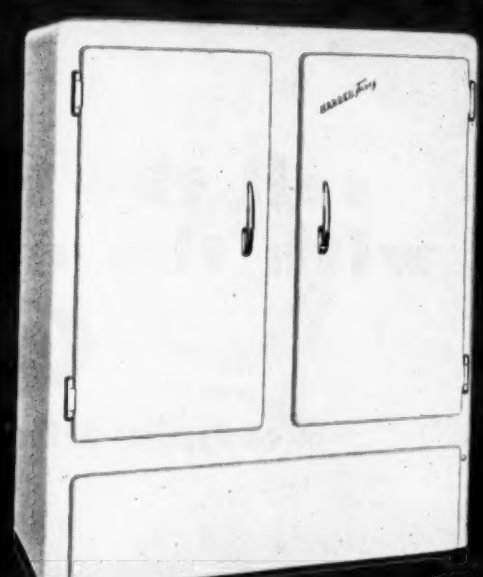
# Tops in Value!



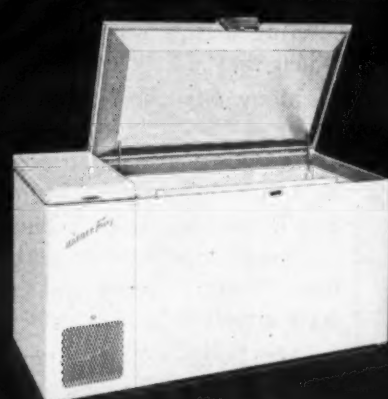
12  
CUBIC FT.  
UPRIGHT



18  
CUBIC FT.  
UPRIGHT



30  
CUBIC FT.  
UPRIGHT



12 CUBIC FT.  
CHEST



18 CUBIC FT.  
CHEST

NEW 1950 MODELS and new 1950 prices are good news for Harder-Freez distributors and dealers. Tyler's reputation for outstanding value in freezers helps you sell against any competition. Exclusive new Center Plate Coil and 14 other major features! Some territories are still available.

# HARDER Freez

THE ECONOMICAL  
HOME FREEZER

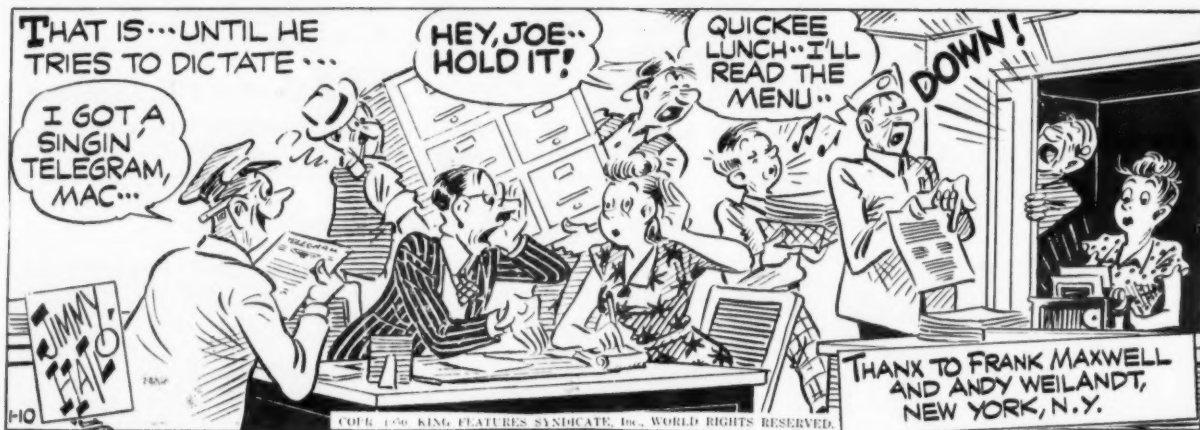
by TYLER



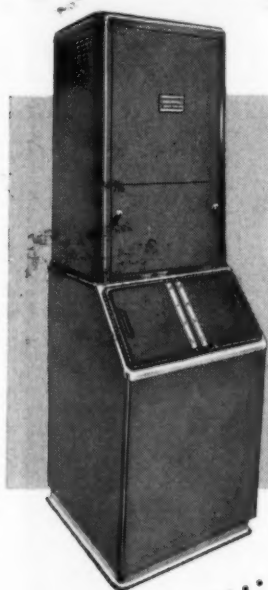
Distributors—Dealers—  
write or wire TODAY!  
TYLER FIXTURE CORP.  
HARDER-Freez Div., Niles, Mich.



## They'll Do It Every Time . . . . By Jimmy Hatlo

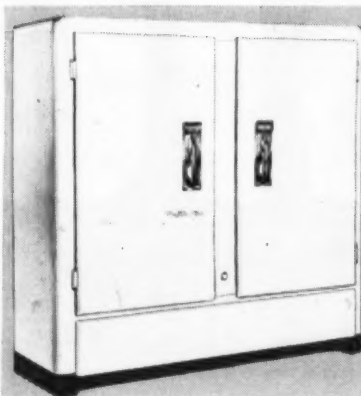


## Do You Have 'One Foot In the Door'?



### NEW AUTOMATIC ICE CUBE MAKER

No other machine provides so many ice cubes at so low a price. A cold mine in 4 sq. ft. that's a gold mine to Carrier dealers. Makes 410 lbs. per day.



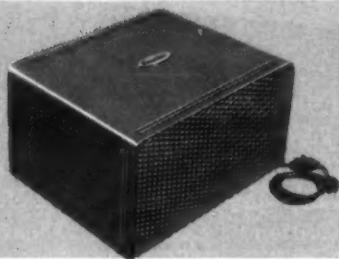
### 15 AND 30 CU. FT. FOOD FREEZERS

The only practical freezer for commercial establishments. Carrier's upright design holds more food in less floor space and provides reach-in convenience to shelves.

**sell the refrigeration with the name that sells**

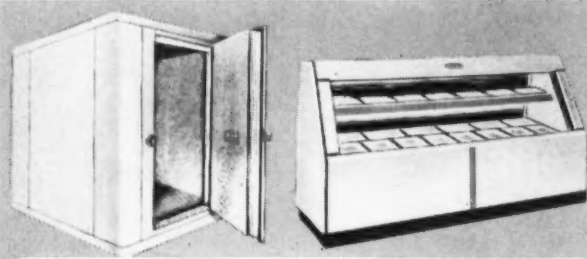
**Carrier**

**—a complete line for every purpose!**



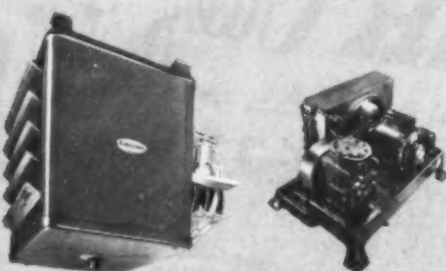
### NEW HUMIDRY (Dehumidifier)

Removes 34 pints of water in 24 hours from enclosed areas. Offers dealers profits plus in a large, ready-made market wherever there's dampness, rust or mildew.



### WALK-IN REFRIGERATORS AND DISPLAY CASES

A complete line of refrigerated fixtures for every commercial need . . . all with rugged construction, modern styling, and special features that make them easy to sell.



### CONDENSING UNITS AND COLD DIFFUSERS

Designed to team together to produce the most efficient cooling at the lowest cost of operation in hundreds of different applications.

**CARRIER CORPORATION**  
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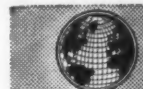
Please send me, without obligation, information on the Carrier Commercial Refrigeration line.

I am ☐ interested in becoming a dealer.

NAME \_\_\_\_\_  
FIRM NAME \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

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F. M. COCKRELL, Founder

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## Attention, All Dealers: You Can Lose Money by Default

(Concluded from Page 1)

The outlets which will add frozen-foods from here on, for the most part, are not the bigger stores. They're the relatively small retailers whose limited space is a problem which equals the bogey of investment in new equipment.

Tremendous pressure is being applied by frozen food packers to get food distributors into the low-temp cabinet business. Reason: they complain that commercial refrigeration dealers have not moved fast enough to keep up with the rapid growth of the frozen foods business.

Some manufacturers have toyed with this distribution idea, and already two or three are betting on it rather heavily. They offer to deliver, finance, and service frozen food cabinets, along with a purchase control system, through packers and wholesalers of frozen foods.

All this activity on the part of frozen foods producers and distributors means that refrigeration dealers are losing money by default. Separate cases for frozen-and-packaged meats, vegetables, baked goods, fruits and juices, ice cream and sugary confections, and complete cooked meals should be installed in at least 300,000 additional food-purveying outlets within the next two or three years. And they will be, if we get on the ball. What an opportunity for specialty-selling dealerships! The demand for frozen foods is obvious, the opportunity for capitalizing on this public acceptance is present, and the future is limitless!

Unless progressive BIG dealers awaken to this opportunity and challenge, distributors of frozen foods, purveyors of restaurant equipment, and even food processors will horn into the game. They're trying to already.

Remember what happened to the ice cream cabinet business? Dealers overlooked and neglected it. By default the dairy interests took it over. They installed ice cream cabinets anywhere and everywhere on a contingent basis (if a retailer would sell the dairy firm's ice cream exclusively, he didn't pay for the refrigerator). Dealers were frozen out of the lucrative ice cream cabinet business because they ignored it. Will the same thing happen in frozen foods? Could happen.

Here's a marvelous new business which subscribers to the News—the BIG DEALERS who sell every type of refrigeration equipment and appliances—could lose by default. Please don't be caught napping. Get hep to it, make money out of it, and build yourself a great volume of sales in the low-temp refrigerator business! American housewives want frozen foods. American grocers and restaurateurs can make money by catering to this want IF they install more low-temperature equipment. When they do, home freezer sales will boom.

Many BIG dealers who read AIR CONDITIONING & REFRIGERATION NEWS sell household and commercial refrigerators and home freezers, along with packaged air conditioners and other major appliances. (And many another soundly-financed subscriber ought to expand thusly.) If they'll concentrate on selling commercial sub-zero equipment to restaurants and supermarkets and grocers in 1950, they'll sell a whale of a lot more home freezers and high-styled refrigerators with big low-temp compartments to ultimate consumers in the years to come.

Mr. Dealer: Protect your position in your community! Look ahead, and look out for competition! Get on the ball lest newcomers take the ball away from you! Next to television (a superheated business which may slow down) frozen foods comprise the biggest present opportunity for specialty dealers. Women want 'em. ("Never underestimate the power of a woman.") If women want frozen foods whole-heartedly (and they do) grocers should supply them. Later on, these gallant gals will want to reach into a home freezer for a luncheon, a dinner, or a supper. Here's a double-barrelled opportunity for YOU, Mr. Dealer! Sell commercial low-temp equipment, then follow up by selling home freezers!

In the meantime, you'll have expanded your local business and its long-term future enormously. Don't be satisfied with a small piece of the cake.



**For Ammonia:**

**New Thermobank Hot Gas Defrost System Developed After Extensive Research**

TRENTON, N. J.—A completely automatic hot gas defrost system for ammonia will be available to the refrigeration industry in the very near future, the Kramer Trenton Co. has announced.

This system was developed by Kramer Trenton and will be marketed under the trade name of "Thermobank," a company spokesman said.

The new system varies from the conventional Thermobank used for "Freon." Since the characteristics and behavior of ammonia differ from "Freon," the Kramer laboratory was fully equipped with complete testing facilities for ammonia during last fall.

Extensive laboratory tests were made under various temperature conditions and applications, which included tests on installations where the Thermobank is one of two or more systems using a single compressor.

At the present time there are under observation six pilot field installations covering various applications which include the use of Thermobank in conjunction with ammonia compressors handling a number of other systems.

The new Thermobank system will use a time clock and solenoid to control the hot gas defrost. To prevent the condensed hot gas leaving the evaporator from returning directly to the compressor, a re-evaporator is placed in the suction line.

A re-evaporator is an air to refrigerant heat exchanger which will operate only during the defrost cycle.

There will be three sizes of evaporators having an approximate capacity at a 10° T.D. of 2-ton, 1½-ton, and 1-ton. Multiple systems consisting of two or three evaporators can be used with a single compressor. In large installations, it is possible to have more than one system on a single compressor.

Complete data is now being compiled by the Kramer engineering staff and will soon be available to the trade, according to the company announcement.

**Big Sales Increase Gives Hussmann Its Best Year**

ST. LOUIS—A substantial increase in the sale of commercial refrigerators gave the Hussmann Refrigerator Co. its largest volume in history in the year 1949, W. B. McMillan, president, announced recently.

McMillan reported that net sales for that year were \$16,064,578 as compared with \$15,054,844 in 1948. He said that net profit was \$1,806,734 as compared with \$1,648,654 in the year preceding.

Orders booked so far this year are well ahead of the same period last year, McMillan declared.

**McCombs Supply Closes Pueblo, Colo. Branch**

DENVER, Colo.—McCombs Refrigeration Supply Co. here has announced that it has closed its Pueblo, Colo., branch store and has moved most of the stock to the firm's new branch at 322 N. First St., Albuquerque, N. M.

Pueblo customers are being serviced out of Denver, a change that means faster service to this area.

Don Wallace, who had been managing the Pueblo store, is now spending all of his time contacting the trade in that area, the company said.

**Reorganized Firm Set To Handle Gibson Line In Northern Texas**

GREENVILLE, Mich.—Gibson Refrigerator Co. has announced that Rogers, Leche & Wickman, Inc., of Dallas, successors to the firm of Rogers, Leche & Merchant, Inc., is the new distributor in north Texas for Gibson refrigerators, ranges, and home freezers.

Owners of the new corporation are Dan D. Rogers, Miles F. Leche, Herbert K. Wickman, and Henry H. Pitman. Wickman, who will be executive vice president, has had 30 years of experience in specialty selling, principally in the appliance field.

**Food Store Installs Cooling**

ATLANTA — Air conditioning equipment has been installed in Kroger's Food Store at Peachtree and Eighth Sts.

**Southern Distributor Adds New Lines, Leases More Space In Expansion Move**

BIRMINGHAM, Ala.—R. P. McDavid & Co., Inc., electric appliance distributor here, has announced the addition of new lines, the leasing of more space, and the appointment of two new officers.

The added lines are International Harvester refrigerators and home freezers and Florence electric ranges. The company is distributing both lines in Alabama and the Florence line also in west Florida.

Joe McDavid, vice president, said that the main office of the company has been moved from the northwest corner of 17th St. and Second Ave. N. to 1631 First Ave. N.

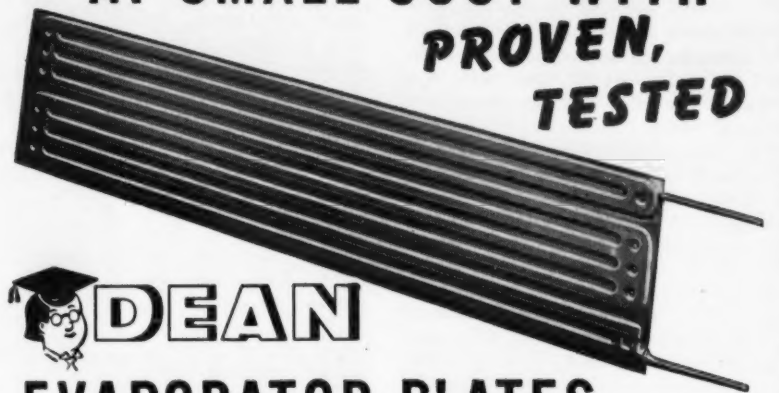
He also revealed that warehouse facilities at 15th St. and Second Ave. S. have been leased from the Birmingham Realty Co. The lease on this 150-ft. by 140-ft. property becomes effective in June. The company will use part of the new main office building for warehouse facilities.

In January, the company leased the Windsor Room in the Thomas Jefferson hotel for use as a showroom. All lines of electrical appliances carried by the firm will be kept on display there for its 1,500 dealers.

The leases totaled \$125,000, McDavid stated.

President R. P. McDavid announced that William R. Carroll, formerly city sales manager, has been elected a vice president and Edgar E. Welch, previously with the First National Bank, is treasurer.

**GET BIG PERFORMANCE AT SMALL COST WITH PROVEN, TESTED**



**DEAN EVAPORATOR PLATES**

There's a DEAN cold plate for every application . . . designed and built by men who have years of experience and practical "know how" in solving difficult refrigeration problems . . . your guarantee of quality.

DEAN makes cold plates for ice cream cabinets, locker plants, soda fountains, farm milk coolers, farm freeze cabinets,

low temperature test rooms, frosted food refrigerators, window displays, food counters, refrigerated transportation and sub-zero applications for industrial chilling. Custom built plates available on special order, such as cylinders, U's, angles, tanks, stainless steel, etc.

Look for the "efficiency" dots at the ends of the plates . . . they mean better refrigeration performance.

**CHOICE TERRITORIES AVAILABLE FOR DIRECT FACTORY REPRESENTATION**

Details on request

**DEAN PRODUCTS, INC.**

Factory & Main Office  
1042 Dean Street, Brooklyn 16, New York



**LIQUID CHARGED MEANS POSITIVE CONTROL**

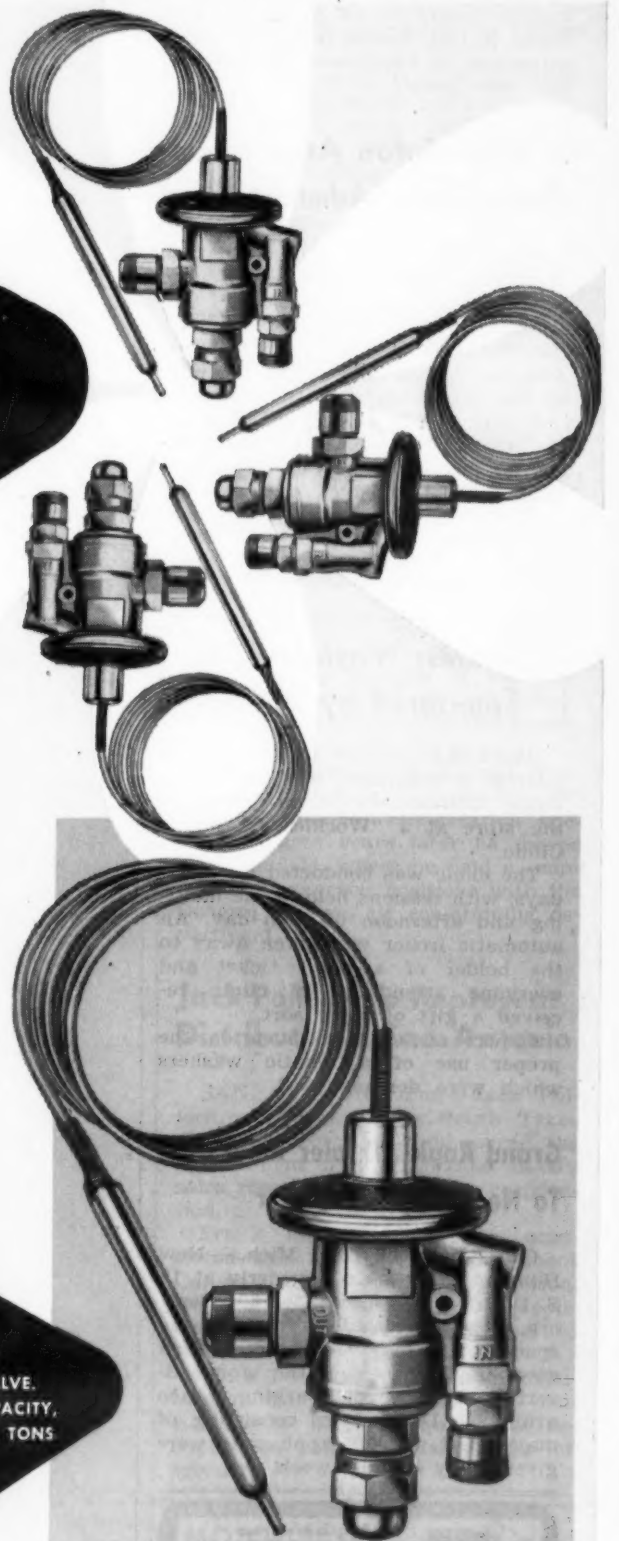
**You Get Perfect Control in ANY POSITION With A-P DEPENDABLE THERMOSTATIC EXPANSION VALVES**

\* LIQUID CHARGED feature offers you many exclusive advantages in valve

installation. You may need to install the valve upside down, or sideways or at an angle. Go ahead and do it — with an A-P Liquid Charged Thermostatic Expansion Valve. The bulb maintains perfect control regardless of body position! And it keeps control even if the valve body is warmer or colder than the bulb. This all simplifies and speeds up installation.

Remember the ALL-TEMPERATURE advantage, too, of A-P Liquid Charged Valves. Use the same valve for low temperature work, commercial jobs, or air conditioning units. You don't need a special charge for each when you standardize on A-P Dependable Thermostatic Expansion Valves. There are many other reasons why A-P Dependable Valves help boost your reputation for quality service — at a profit. Check them, buy them through your Wholesaler, or write for latest catalogs.

MODEL 205-C  
THERMOSTATIC  
EXPANSION VALVE.  
MAXIMUM CAPACITY,  
FREON 12, 2½ TONS



**AUTOMATIC PRODUCTS COMPANY**  
2450 NORTH THIRTY-SECOND STREET, MILWAUKEE 10, WISCONSIN  
Export Dept., 13 East 40th Street, New York 16, N. Y.



**DEPENDABLE Refrigeration Valves**

STOCKED AND SOLD BY GOOD REFRIGERATION WHOLESALERS EVERYWHERE . . .  
RECOMMENDED AND INSTALLED BY LEADING REFRIGERATION SERVICE ENGINEERS

**10,000 SODA FOUNTAINS**

**HAVE HIGH SANITATION AND LOW MAINTENANCE EXPENSE With HEAT-X CAST ALUMINUM LIQUID COOLERS WITH TWO BEVERAGE COILS**



● SANITATION is really achieved with the HEAT-X CAST ALUMINUM LIQUID COOLER. It requires relatively little space and brings complete protection against freeze-up damage. Separate coils for refrigerant and beverages are cast in the aluminum block. Specified and used by dozens of leading soda fountain manufacturers, its fast cooling and trouble-free operation has already brought economy and pleasure to over 10,000 fountain owners.

**THE HEAT-X-CHANGER CO., INC.**  
415 Lexington Avenue, New York 17, N. Y. Brewster, N. Y.



## Earnings of \$8,239,582 On \$112,004,251 Sales Set Record for Admiral

CHICAGO—An all-time high in net earnings of \$8,239,582 on record sales of \$112,004,251 in 1949 was revealed in the annual report of Admiral Corp.

Per share earnings amounted to \$4.12 on 2,000,000 shares outstanding. In 1948, with a sales volume of \$66,764,265, Admiral netted \$3,639,025, or \$1.82 per share, on an equivalent number of shares.

The report indicated that the company's net worth was now \$18,024,048 as compared with \$10,814,886 a year ago, an increase of 67%.

In a message to stockholders, President Ross D. Siragusa pointed out that the sales increase in 1949 was the greatest in the 16-year history of the company. He added that the final quarter of 1949 set another record. Admiral earned a net of \$3,608,008 on sales of \$34,926,100 for \$1.80 a common share, as compared to last year's final quarter net of \$1,601,239 on sales of \$24,249,757, or 80 cents per share.

Siragusa said "1950 should be the best in Admiral's history. Our sales goal for all units is \$200,000,000 and our distributors have already released first quarter shipments in excess of \$50,000,000. These orders compare with a volume of \$23,500,000 for the same period last year.

"Introduction of a completely new refrigerator line in January has proven so successful that orders in this division alone for the first quarter are approximately 500% ahead of the same period last year. First quarter orders for all Admiral appliances, in fact, exceed in volume total shipments of appliances for the entire year 1949."

## 2 Washington Associations Consolidate Administration

SPOKANE, Wash.—Consolidation of administrative facilities of the Inland Empire Electrical Dealers Association and the Spokane chapter of the National Electrical Contractors Association was announced recently by the presidents of both groups.

Robert L. Wilkinson will manage the office of both organizations, which is now located at 501 Empire State Bldg., Spokane. More effective coordination of the two organizations is expected to result from the move, according to Claude Edgren, president of IEEEDA.

## Workless Washday Clinic Sponsored by Dealer

BUFFALO—Victor & Co. boosted interest in automatic washers by inviting Buffalonians to be guests of the store at a "Workless Washday Clinic."

The clinic was conducted for three days, with sessions held in the morning and afternoon of each day. An automatic ironer was given away to the holder of a lucky ticket and everyone attending the clinic received a gift of some sort.

Expert advice was given on the proper use of automatic washers which were demonstrated.

## Grand Rapids Dealer Moves To New Shopping Center

GRAND RAPIDS, Mich.—New Home Appliance Co., formerly at 13 S. Division, has moved to 1605 Eastern, S.E. New quarters provide more space for display and service. In a new shopping center, the store advertises plenty of parking space available. Door prizes consisting of major and smaller appliances were given away opening week.

## Freezer Being Installed on Colorado Mountain-Top

For use at one of the highest altitudes at which a home freezer has ever been installed in this country, a new 20-cu. ft. General Electric model is shown being delivered at Cheyenne Lodge on the summit of Cheyenne Mountain, Colorado Springs, Colo. The lodge, operated by the Broadmoor hotel, is situated 9,300 ft. above sea level. Milton Strong, engineer of the Broadmoor hotel



properties, who is seen here supervising delivery, states that the added frozen food facilities will take care of unexpected demands in summer and provide a reserve food supply in the event of bad winter weather. The freezer was purchased from and installed by Halle's, local G-E distributor of commercial refrigeration and automatic heating equipment.

## Top Order-Placing Distributors Named For Free Film Award

GREENVILLE, Mich.—Gibson Refrigerator Co. announced that five distributors have won free prints of the new Gibson sales and educational film "The Finest First" in a drawing recently conducted at Wilding Picture Productions, Inc.

Winners, who were drawn from among distributor orders received for the film through Nov. 30, 1949 include: Graybar Electric Co., Inc., Pittsburgh, Pa.; M. A. Hartley & Co., Gettysburg, Pa.; Jackson Distributing Co., Salt Lake City; Reines-Freeman Distributors, Inc., Albany, N. Y.; and Seattle Hardware Co., Seattle, Wash.

Similar awards will be made Feb. 20 from among film orders received from distributors between Nov. 30 and Feb. 15.

The film is designed for consumer showings as well as for training of wholesale and retail salesmen and circulation among utilities. It has been shown before service clubs and civic organizations and to distributor and retail personnel.

## Strauss Is Anchor Treasurer

PITTSBURGH—Appointment of Lester H. Strauss as treasurer of Anchor Distributing Co. here was announced by Harold W. Goldstein, president.

Strauss joins Anchor after many years of experience in both the retail and wholesale fields of distribution.

## 'Wanted?' Dishwashers!

## Savings & Loan Assn. Bases Ad on Housewife's Desire To Own One

CHICAGO—Automatic dishwashers now rank with well established, "wanted" commodities such as automobiles, houses, and family vacations, judging from a recent savings and loan association advertisement featuring this appliance in Chicago newspapers.

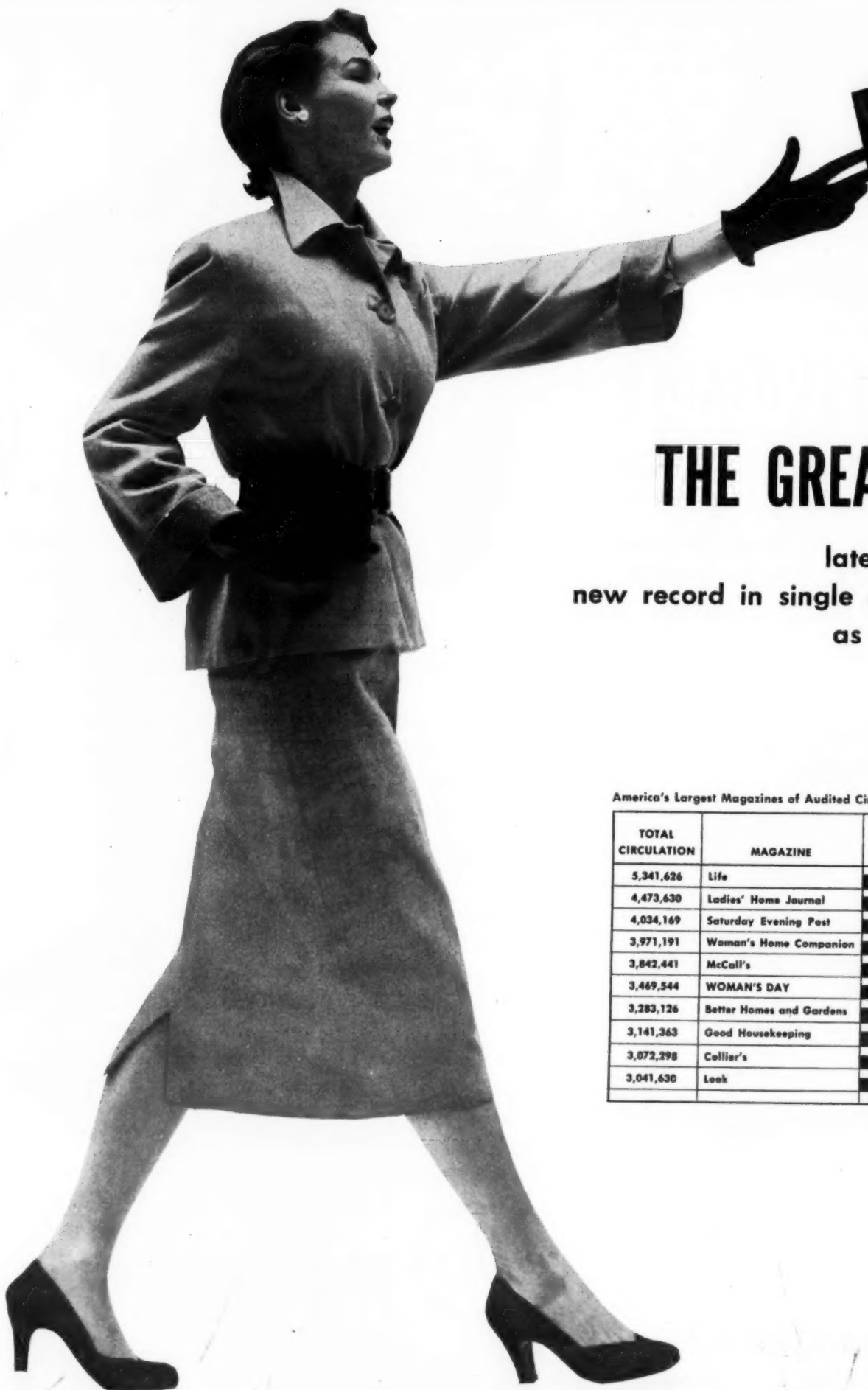
According to an official of Hotpoint, Inc., largest dishwasher manufacturer, this is believed to be the first advertising of its kind yet run on the dishwasher, and indicates it definitely has reached the degree of acceptance that marks it as a new area of profit for dealers.

The company selling savings accounts, not appliances, is Chicago Federal Savings & Loan Association. Headlined "Chicago Federal Does My Dishes Now," advertising copy quotes a beaming housewife as saying, "We still have every dollar we've put in our savings account and, with extra dollars added by Chicago Federal, we've bought an automatic dishwasher!"

Edward R. Taylor, Hotpoint sales manager, said this neat tie-up was based on the firm's estimate of consumer interest in the appliance. It figured a large number of people

wanted a dishwasher if they could afford one, and using the device in the advertisement not only would increase advertisement readership but would, in addition, bring in new investors.

Acceptance of this story by disinterested people is obviously the result of the amazing growth in sales and production enjoyed by the dishwasher since the war, Taylor said. Two manufacturers had the field to themselves before the war; now half a dozen compete and a dozen more have stated their intention to take a hand in the profit harvest, he said.



## THE GREATEST "CASH-AND-CARRY"

latest figures reveal  
new record in single copy sales  
as Woman's Day soars to new heights

America's Largest Magazines of Audited Circulation • Publishers' Statements for First Six Months of 1950

| TOTAL CIRCULATION | MAGAZINE                 | CASH-AND-CARRY CIRCULATION (SINGLE COPY SALES) |           |           |           |
|-------------------|--------------------------|--|-----------|-----------|-----------|
|                   |                          | 1,000,000                                      | 2,000,000 | 3,000,000 | 4,000,000 |
| 5,341,626         | Life                     |  |           |           |           |
| 4,473,630         | Ladies' Home Journal     |  |           |           |           |
| 4,034,169         | Saturday Evening Post    |  |           |           |           |
| 3,971,191         | Woman's Home Companion   |  |           |           |           |
| 3,842,441         | McCall's                 |  |           |           |           |
| 3,469,544         | WOMAN'S DAY              |  |           |           |           |
| 3,283,126         | Better Homes and Gardens |  |           |           |           |
| 3,141,363         | Good Housekeeping        |  |           |           |           |
| 3,072,298         | Collier's                |  |           |           |           |
| 3,041,630         | Look                     |  |           |           |           |

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**CLEANABLE  
DOUBLE-TUBE  
COUNTER-FLOW  
WATER-COOLED  
CONDENSERS**

Write for literature

**Halstead & Mitchell**  
BESSEMER BLDG.  
PITTSBURGH 22, PA.



## 77 Lined Up To Exhibit At Electrical Trade Group Convention In St. Paul

ST. PAUL—An electrical industry convention and trade exposition will be sponsored by a group of organizations in this area coordinated through the North Central Electrical Industries from March 5 through 9 in the St. Paul hotel and St. Paul auditorium here.

Theme of the convention is to commemorate 25 years of rural electrification in Minnesota. Appliance dealers, electrical contractors, distributors, wholesalers, manufacturers, utilities, and cooperatives will take part in the event.

Seventy-seven exhibitors have signed up for space in the exposition, which is the fifth biennial trade exposition sponsored by the North Central Electrical Manufacturers club.

The exposition will be open at 2 p.m. Monday, March 6, and remain open till 10 p.m. It will be open from 2 to 10 p.m. on Tuesday and from 2 to 5 p.m. on Wednesday. Admission is by registration badge.

Formal opening of the convention will be at a noon luncheon Monday. Guest speaker will be W. V. Merrihue, manager of industrial relations for the General Electric Co.

During the convention, each association will have its own business meetings with portions of the program devoted to talks of interest and open to all registrants.

On Tuesday evening, a dealer merchandising meeting is scheduled at 8 p.m. It will be sponsored by the

St. Paul and Minneapolis appliance dealer associations.

Speakers at this meeting are G. M. Kendrick, branch sales manager of American Blower Corp., who will talk on electric ventilation opportunities for appliance dealers, and Joe Marty, manager of the radio and television department of Admiral Corp., who will discuss television problems.

An All-Industry banquet is scheduled for 7 p.m. Wednesday. Governor Luther W. Youngdahl of Minnesota will address the gathering.

Registration starts at 2 p.m. Sunday. The fee is \$2.50. Tickets to the banquet can be purchased during registration. Opening luncheon tickets will be available at the door.

## Arnold Wholesale Corp. Takes on Coolerator

DULUTH, Minn.—The Arnold Wholesale Corp. of Cleveland has been appointed Coolerator distributor for the northeastern Ohio territory, it was announced recently by William C. Conley, Jr., Coolerator sales manager.

A pioneer distributor in the Cleveland area since the turn of the century, Arnold Wholesale Corp. is a subsidiary of the Tracy Wells Co., hardware wholesaler in Columbus, Ohio. However, the Arnold operation is completely independent of the parent firm, company officials aver.

Through a sales organization of 15 wholesalers, Arnold will distribute Coolerator refrigerators, electric ranges, and freezers in 20 counties throughout north and east Ohio.

## Duval Named Distributor For Admiral In Richmond

CHICAGO — Duval Distributing Corp., 1221 Admiral St., Richmond, Va., has been named a distributor for Admiral Corp.'s products, Wallace C. Johnson, vice president in charge of sales, announced.

The Duval organization is headed by Harry G. Duval, president and treasurer, who has an extensive background in the appliance field.

A graduate of the University of Richmond, he operated his own retail appliance business from 1925 to 1931. From 1931 to 1941 he was branch manager of one of Virginia's largest appliance distributors, leaving this position at that time to become Virginia State rationing executive for the Office of Price Administration.

In 1945, he became vice president in charge of sales for another appliance distributor, terminating this connection to organize his own company in October, 1949.

The new organization, Johnson said, will distribute the Admiral line in central and eastern Virginia and in eastern North Carolina.

## Sales of Vacuum Cleaners Keep Ahead of '49 Month

CLEVELAND—Sales of household vacuum cleaners during January exceeded those of the first month of 1949 by 8.9% although they were 6.1% below those of December, C. G. Frantz, secretary treasurer of the Vacuum Cleaner Manufacturers Association, announced recently.

## Record December Fails To Push 1949 Knoxville Sales over Previous Year

KNOXVILLE, Tenn.—Despite an overwhelmingly better December than in 1948, Knoxville appliance dealers did substantially less business on all major appliances except refrigerators in 1949 than they did in 1948, reports issued by the Knoxville Utilities Board have revealed.

December volume more than doubled that of the 1948 month on all major units except washing machines, ironers, and waste disposal units. Home freezer sales were up 450%, water heaters 411%, refrigerators 190%, dishwashers 142%, and ranges 140%. Washing machine volume was up 98%, ironers 23%, and waste disposal units held even.

As compared with the preceding month, dishwashers gained 750%,

water heaters 110%, ironers 32%, and refrigerators 21%. Ranges were 7% under November sales while home freezers were down 12%, washing machines 16%, and waste disposal units 40%.

For the year 1949, refrigerator volume exceeded that of 1948 by 13%. As in 1948, this appliance was the only one to pass the \$1,000,000 mark.

All other major appliances failed to meet 1948 figures. Ranges were down 7%, water heaters 18%, washing machines 19%, ironers 23%, freezers 26%, dishwashers 35%, and waste disposal units 68%.

Unit and dollar volume for December and for the year 1949 was as follows:

| Appliance            | December of 1949 |          | Year of 1949 |           |
|----------------------|------------------|----------|--------------|-----------|
|                      | No. of Units     | Value    | No. of Units | Value     |
| Home freezers        | 22               | \$ 7,045 | 167          | \$ 55,725 |
| Refrigerators        | 274              | 68,036   | 4,578        | 1,142,487 |
| Ranges               | 247              | 59,882   | 2,896        | 656,121   |
| Water heaters        | 179              | 24,967   | 941          | 120,005   |
| Dishwashers          | 17               | 3,640    | 57           | 15,439    |
| Waste disposal units | 3                | 600      | 17           | 2,794     |
| Washing machines     | 246              | 37,527   | 3,357        | 500,569   |
| Ironers              | 37               | 7,100    | 248          | 41,060    |

## Another Market Goes Self-Serve

BUFFALO—A refrigerated self-service meat department and produce department are features of the newly opened Nu-Way Market in the Sheridan Plaza Shopping Center.

## D & H Contracts To Handle Gibson Line In Baltimore

GREENVILLE, Mich.—J. L. Johnson, general sales manager of the Gibson Refrigerator Co., has announced the appointment of the D & H Distributor Co. of Baltimore as the new wholesale distributor for Gibson in that state.

With this move, D & H Distributing Co. of Baltimore has followed in the footsteps of its associated organization, the D & H Distributing Co. of Harrisburg, Pa., which has been distributor of Gibson refrigerators, ranges, and home freezers for over 10 years.

Directing the operation of the Baltimore organization are David Schwab, president; Edward Huppert, sales manager; and Julius Rainess, general manager.

## Rowland Becomes G-E Head of Appliance Sales In Los Angeles

LOS ANGELES—Charles M. Rowland has been appointed local manager of appliance sales for the General Electric Co., H. G. Smith, Pacific district manager of appliance sales has announced. He was most recently sales manager of the company's packaged commercial refrigeration division located at Bloomfield, N. J.

Rowland joined the General Electric Supply Corp. at Cleveland in 1936 as a commercial refrigeration specialist. Three years later he moved to Bloomfield, where he held a number of managerial positions with the General Electric air conditioning department.

## Jack Pollock To Represent Distributor In San Antonio

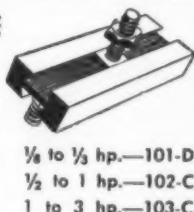
SAN ANTONIO, Tex.—Jack Pollock, president of the South Texas Appliance Corp., has announced the appointment of Robert Frank as city sales representative for the corporation.

Frank hitherto had been associated with the Southern Equipment Co. as director of sales promotion. He was associated with the appliance firm for five years prior to World War II.

South Texas Appliance is distributor in southwest Texas and San Antonio for the Admiral radio, refrigeration, and television line of products.

## MOTOR-BASE ADAPTERS

For fast service and a satisfied customer, use a set of motor adapters on your next motor replacement.



SERVICEMEN SEE YOUR JOBBER

Motor Adapter Corporation  
4730 JOY ROAD  
DETROIT 4, MICHIGAN

# CARRY CIRCULATION" OF ALL MAGAZINES

**WHAT DO WE MEAN BY "CASH"?** Cash is ready money . . . money the shopper is ready and able to spend to satisfy her immediate needs. Cash is what makes a woman say in one breath, "I want it" and in the next, "I've got it."

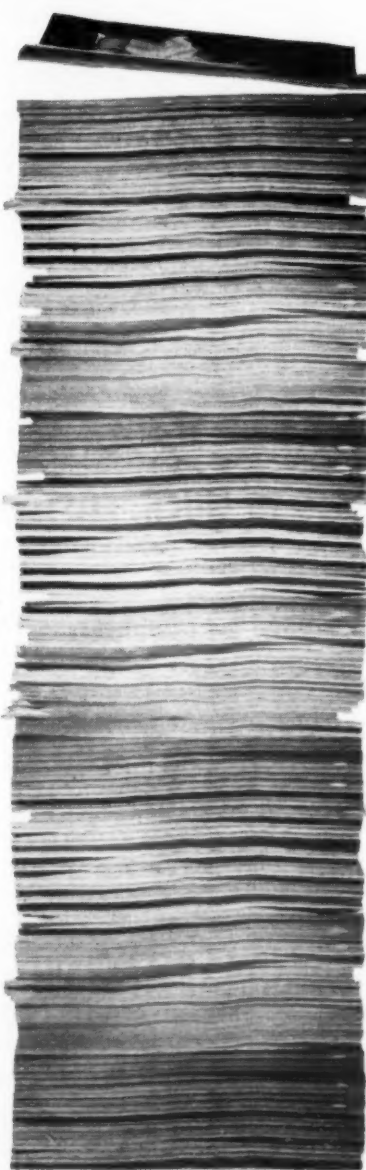
**WHAT DO WE MEAN BY "CARRY"?** Carry means on the go, out in the market. It is circulation that's decidedly not dead, sick, moved, disinterested, or too busy to read. Single copy customers are not only up and around. They're eager to buy . . . and that goes for products too.

**"CASH-AND-CARRY" . . . YOUR MOST VALUABLE CIRCULATION.** Cash-and-carry magazine sales represent "live" money from "live" customers . . . the richest potential for your product. The entire circulation of Woman's Day is made up of these sales . . . and Woman's Day tops all the other leading magazines in "cash-and-carry circulation."

With the December 1949 issue, Woman's Day hit a new high of over 3,830,000 — the largest single copy sale of any audited magazine in the world. And the picture for 1950 is healthy. First quarter figures show an 8.4% increase in lineage and a 13.6% increase in revenue . . . the greatest number of editorial pages, the greatest number of advertising pages ever bought in Woman's Day history.

# Woman's Day

on sale at all A & P Food Stores—5¢



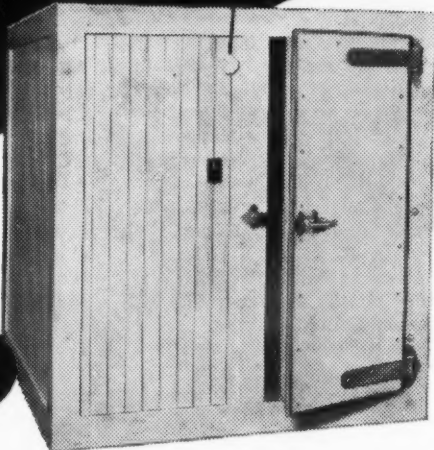


## THE ECONOMY SIX WALK-IN-ETTE "METAL LINED COOLER"

IDEAL SIZE—tall enough to walk in, yet small enough to fit in . . . 6' x 6' x 6'.

COMPACT—prefabricated in just six, easy to assemble sections.

ECONOMICAL—assembly line production assures lowest possible price . . . expert engineering, exhaustive factory testing assures low cost operation.



For Complete Information Write or Phone

**UNITED REFRIGERATOR COMPANY**  
HUDSON, WISCONSIN

### 'Bird Dog' Selling:

## Dealer Finds Tips Supplied by Satisfied Users Keep Volume High Without Outside Salesmen

ST. LOUIS—If the appliance retailer will exploit the "bird dog" type of selling contacts thoroughly, he may easily find that this method of obtaining and selling prospects can show better results than a full-time crew of outside salesmen, according to Van Vancil, owner of the Appliance Arcade, Frigidaire dealership here.

Vancil was a veteran of many years with Stix, Baer, Fuller in St. Louis before opening his own appliance store in St. Louis' multi-million dollar Hampton Village shopping project.

As a dealer, Vancil went so far as to equip all of his outside salesmen with tiny motion picture projection kits, for better demonstration in the home, and furnished each with valuable prospect tips daily. But he still had to contend with a constant, costly turnover of salesmen.

In mid-1949, when he found that the turnover in salesmen was actually so heavy that costs were doing away with profits on appliance sales, the St. Louis dealer began developing the "bird dog theory."

Under this plan, he has set up a sliding scale of commissions which will be paid to previously-sold customers, friends, or retailers in other fields in return for the names of prospects who purchase major appliances.

"It is not possible to set up a standard amount on all sales," Vancil

indicated, "inasmuch as it may have required the work of several people to consummate a sale, or because of peculiar characteristics involved in the sale."

"However, we inform all of our friends and customers, that we will reward them either in cash or with small appliances, deductions in time-payment amounts, etc., in return for prospects."

Housewives, well satisfied with the appliance they have been using themselves for some time, are invariably the best "bird dogs" according to Vancil.

He usually rewards such housewives for the names of worthwhile prospects with small appliances, such as toasters, waffle irons, lamps, or electric blankets.

As a result, the dealer's 1949 sales remained close to his 1948 volume, despite the fact that there had been no outside salesmen available for home calls.

His method of letting the public know that he will allow this compensation has been through frank explanations when customers visit the store, or by calling upon some of his satisfied users, and explaining the plan.

Many of the "bird dog" housewives have collected four or five small appliances in a single year, and cash payments besides, the dealer avers.

"Taken from the standpoint of total sales results and elimination of headaches and ill feeling, the bird dog system is by far less costly," he summed up.

## Heat Pump Needs Study, G-E Survey Indicates

SCHENECTADY, N. Y. — Eight pilot installations of package heat pumps have been made in selected areas throughout the country by General Electric Co., with the cooperation of utility companies. It is stated in the General Electric Co.'s review of "Electrical and Allied Developments in 1949."

These eight installations are completely automatic and use air as a primary heat source, some installations using water or ground coil as a supplementary source.

Two 3-hp. refrigeration compressors are employed in each unit, some operated on 3-phase power supply and others on single phase. Each is completely instrumented; an automatic camera records all readings periodically and on signal from changes in pump operation, permitting detailed analysis of performance.

"Before any safe prediction can be made as to widespread residential use of the heat pump," says the report, "further study must be made of such vital factors as relative cost, extent of demand for year-round air conditioning, availability and cost of necessary power, and development of heat-storage devices to supplement the pump at peak demand."

## Cook Heads Wolverine's New Memphis Office

DETROIT — The Wolverine Tube Div. of the Calumet & Hecla Consolidated Copper Co. has established a new sales office in room 703, 81 Madison building, Memphis.

Memphis was chosen for its central location within the sales area and for its proximity to the company's new plant in Decatur, Ala.

M. J. Cook, Wolverine representative (formerly located in Jackson, Miss.) will headquarter in the new office.



M. J. Cook  
quarter in the new office.

## New Techniflex Catalog Now Available to Trade

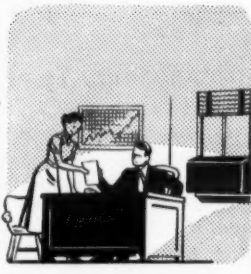
PORT JERVIS, N. Y. — Techniflex Corp. has ready for the plumbing, air conditioning, and refrigeration industries, a completely illustrated new catalog. Request for same should be directed to Techniflex Corp., Port Jervis, N. Y.

Many new items and new developments are presented in this catalog entitled—"Techniflex, Your One-Stop Source of Supply."

NOW!

# Starrett COOLATRON<sup>®</sup> ROOM AIR CONDITIONERS

LARGE  
UNPLEASANT  
ZONE

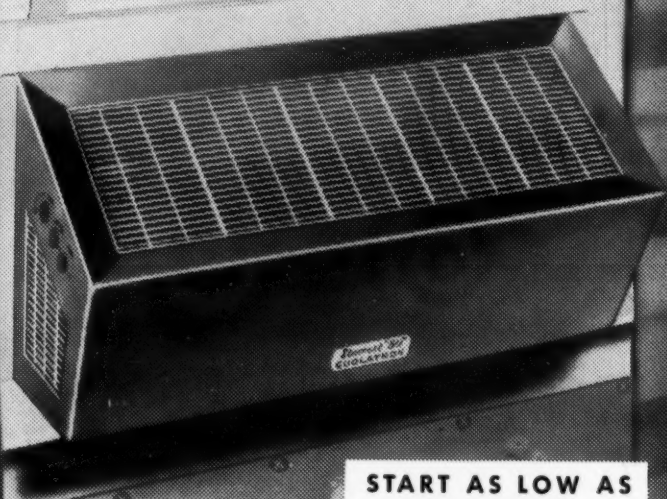


Ordinary air conditioners BLAST air out horizontally; this air then settles down, leaving large zone of uncomfortable air.

ONLY  
STARRETT  
COOLATRON  
GIVES  
54% MORE  
COOL  
ZONE



Starrett Coolatron directs cool air in a broad gentle stream upward. Cool air settles down, blankets entire lived-in area with cool, clean, healthful, dry, comfortable air!



Consoles, Window Units  
For Rooms or Offices

START AS LOW AS

**\$239**  
RETAIL

## NO OTHER AIR CONDITIONER PROVIDES SO MUCH, COSTS SO LITTLE!

Cools! Filters! Ventilates! Circulates!  
De-humidifies! De-odorizes!

- "DRY-NAMIC" MOISTURE REMOVER.
- EXTRA-DEPTH COOLING COILS . . . 3 rows of copper tubes, with 11 aluminum fins to the inch, for higher rate of moisture removal.
- LARGE FILTER, full size of cooling coil, guarantees filtering of dust and pollen from all air entering room.
- WHISPUR-R-R QUIET. Resilient mounts and flexible metal hose connections eliminate vibration; reduce noise to minimum.
- ECONOMICAL OPERATION . . . trouble-free performance.
- QUICK, EASY INSTALLATION. No water connections, no plumbing, ducts, pipes or wiring.
- FULLY COVERED BY WARRANTY.

EXCLUSIVE! "COOL EFFICIENT" ANGLE of output grille directs air gently ceilingward.

EXCLUSIVE! BUILT-IN DE-FUMIDOR eliminates odors.

EXCLUSIVE! BEAUTY WITHOUT BULK. Extends only 8½" into room . . . less than any other unit.

EXCLUSIVE! VISIBLE FILTER eliminates need to remove filter for inspection. Easy to replace filter in a few seconds by raising grille.

EXCLUSIVE! VARIABLE CAPACITY REGULATOR to control flow of air from the unit.

WRITE, WIRE, PHONE FOR THE MOST PROFITABLE DEAL IN AMERICA!

Slightly higher in west

**STARRETT TELEVISION CORP.**

exclusive sales agents for:  
**STARRETT AIR-CONDITIONING CORP.**  
601 West 26th Street  
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STARRETT — famous for quality TELEVISION and AIR CONDITIONERS

## NOW the excellent Electrimatic valve line is being made still better

In plain terms the recent acquisition of the Electrimatic valve line by Jas. P. Marsh Corp. means that the finest of refrigeration controls are being made still better.

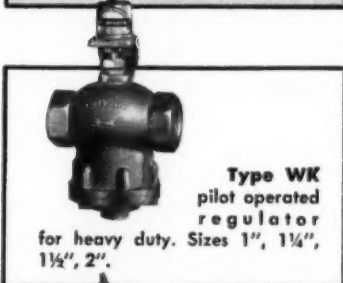
All of these well designed, well engineered controls are now being manufactured throughout in the new Marsh plant. As a result, the advanced design and engineering of the Electrimatic line is being given the advantage of greater precision in a plant that is manned and tooled for manufacturing equipment of the Electrimatic type.

A few of the Marsh-built Electrimatic controls are illustrated here. Note the popular Type WP condenser water regulator — a direct-acting piston type regulator for Freon, sulphur, and methyl. designed to operate smoothly without chattering. For heavier duty service there is the pilot operated Type WK regulator, and the Type WJ pilot operated regulator for services requiring a tremendous capacity.

The Marsh-built Electrimatic line also includes water regulators for ammonia service with high-pressure safety cut-out; temperature actuated suction throttling valves adapted to soda fountains and ice cream freezers; temperature actuated flow control valves; packless solenoid valves and other related controls. Ask for catalog covering your particular requirements.



Type WP non-chattering direct-acting water regulator. Sizes 3/8", 1/2", 3/4".



Type WK pilot operated regulator for heavy duty. Sizes 1", 1 1/4", 1 1/2", 2".



Type WJ pilot operated regulator for service requiring extremely large capacity. Sizes 2", 2 1/2", 3", 4".



Type SL packless solenoid stop valve. Wide range of sizes.

**THE Electrimatic COMPANY**

Sales affiliate of

JAS. P. **MARSH** CORPORATION

Dept. D. Skokie, Ill.



## Pay-Plan Permits 'Take-Over' Salesman Who Helps In Closing To Get Split of Commission

ALLENTOWN, Pa.—A "take-over" system in effect at The Eastern Light Co. here has been instrumental in closing over 90% of doubtful potential sales, the company has reported.

The "take-over" plan is a system whereby one salesman allows another to take over a potential customer to try and close a sale.

"I am certain that almost every appliance dealer has had some customers leave his store (or even let a salesman calling at their homes go away) without buying an appliance when the customer was interested in a particular item," said Val Lansche, sales manager.

"Inasmuch as we have experienced both we have developed an interesting 'take-over' system that has closed almost every possible sale that developed."

Lansche received his sales experience as a regular outside salesman for the company. For a number of years he had rung doorbells and had been turned down in numerous cases. He felt that if only he had a new idea or some new approach to the problems presented by his potential customers, he would be able to close a good many sales.

When Lansche became sales manager, he decided to make an earnest effort to put into effect a regular "take-over" system that would be acceptable to his salesmen and make sales for the store.

The new plan placed into effect by Lansche is two-fold. One part covers the arrangements for outside salesmen and the second covers those for inside salesmen.

"Our outside salesmen selling appliances, refrigeration, and air conditioning units all start at a salary of \$100 per month," explained Lansche. "They are kept on this salary for three months to determine their worth."

"If a salesman works out, he is taken off this salary and placed on a straight 8% commission basis. If he doesn't do well, either he leaves the force himself or we try to find another spot for him in our organization."

Each outside salesman is given a specific territory in and around Allentown. They must report to the store every morning for a 45-minute meeting after which they go out to canvass their specific territories.

### 3 SALES MEETINGS WEEKLY

Three sales meetings of each week are concerned with the sales methods to be used and how to present the products to prospective customers. Whenever possible, the sales manager tries to have a manufacturer's representative address the group.

For the remaining two meetings, Lansche tries to educate his salesmen in the products that they are selling. He will give them folders on the various lines that they are representing and will try to bring out the best sales features, construction, payment plans, and other angles.

In this way salesmen are injected with promotional ideas and also become extremely familiar with the products that they are selling so that they can answer almost every question put to them by prospects.

Every morning the salesmen hand



A section of the display room at the Eastern Light Co.

in a sheet of their past day's activities to the sales manager. This sheet lists the families contacted, the appliances discussed with them, the calling date, the date of a possible call back, and remarks.

From these sheets Lansche fills out 3 by 5-in. prospective sales cards. If the sheets show any kind of interest by a family in an appliance, a card is made out. If not, that name is left out.

"By reviewing the sheets handed in by salesmen and then speaking to them directly, I can ascertain whether they should make a call-back visit or if the call should be given to a 'take-over' man."

### 'EXTRA' MAN KEEPS STORE FROM LOSING THE SALE

"A 'take-over' man is just any other salesman on our force, but the idea is that he will be new to that prospect. Perhaps he will have a different view on the problems faced by her and may help to put over what would ordinarily be a lost sale," Lansche explained.

The cards are filed by day of the month and either the original salesman's attention is called to the call-back or it is given over to another outside "take-over" salesman.

If a "take-over" salesman should make the sale, the commission is split between the two salesmen, each receiving 4%. In this way, salesmen can either make the entire sale themselves or when turned over to another, receive adequate compensation for their efforts.

Then there are the customers that cannot be sold in their homes. It may be necessary to pick them up during evening hours and take them to the store or else meet them there.

If the original salesman brings the potential customer to the store, he is permitted to either try to consummate the sale himself or may have a store salesman "take-over" the customer.

If the outside salesman makes the sale himself, he is entitled to his entire commission. If it is handled by the store salesman, the outside salesman is entitled to one half of his regular commission which would be 4%. The inside salesman is entitled to half of his regular commission, or 2%. Inside men receive 4% commission on their own sales.

"We only permit one 'take-over' for every customer," says Lansche.

### PROSPECT TRANSFER CARD

(Store to Outside)

### FROZEN FOOD

Date 19\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Definite Location \_\_\_\_\_

Turned over by store salesman \_\_\_\_\_

Equipment quoted: \_\_\_\_\_ Price \$ \_\_\_\_\_

Literature sent: 19\_\_ 19\_\_

Turned over to outside man \_\_\_\_\_

Outside man called \_\_\_\_\_

Further instructions ☐ Check if on reverse side

Any prospect who leaves store without being sold is transferred to a card such as this so that outside man can make follow-up.

"The prospect will examine the proof and answer either affirmatively or negatively. In either case, the salesman asks if she is interested in any item shown."

Each salesman has a loose-leaf binder containing manufacturer's literature and illustrations of the merchandise he is selling. Following the conversation about the newspaper advertisement, the salesman can start showing his loose-leaf book and then is on his way to a sale.

Lansche explained that the "take-over" sales plan for inside salesmen worked almost like the plan for outside men. If any floor salesman cannot sell a customer the appliance the customer has inquired about, he pushes a small buzzer next to the sales desk in his department and this sounds off on Lansche's desk.

Lansche goes out on the floor immediately and "takes-over" the customer. If the sale is consummated the floor salesman receives half com-

mission on this sale. The sales manager does not share in the commission.

"Very often a floor salesman will turn over a prospective customer to me even if he feels that a sale may be consummated when he sees one of his regular customers enter the store," Lansche pointed out. "In this way the salesman not only has an opportunity of selling his preferred customer but may also cash in on a percentage if the 'take-over' prospect is sold by either myself or another salesman on the floor."

If any customer leaves the store without being sold, either by the original salesman or the "take-over" one, a Prospect Transfer Card (store to outside) is filled out immediately.

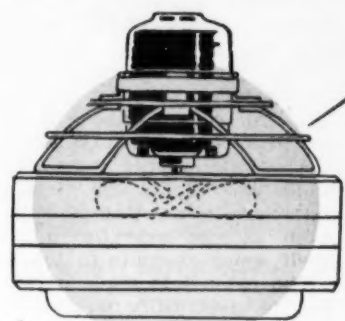
This card contains the prospect's name, address, appliance interested in, and remarks. Then this prospect is turned over to the outside salesman in whose territory it may happen to fall.

## Choose your mountings

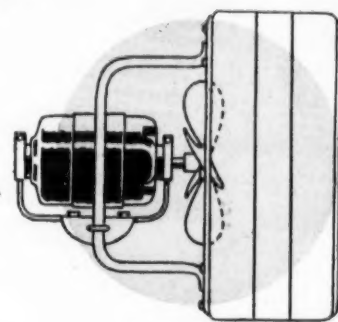
4 standard mountings



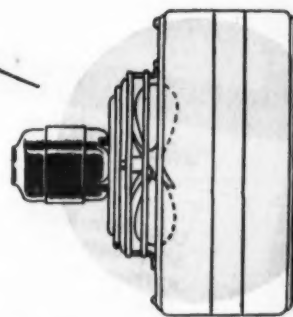
operates ALL ANGLES



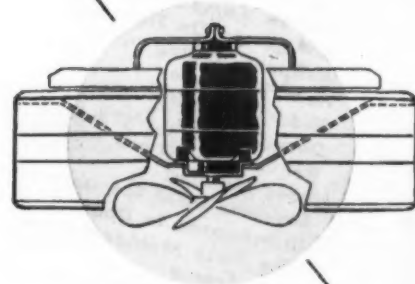
BAND MOUNTING



RESILIENT-BASE MOUNTING



SHAFT-END MOUNTING\*



RESILIENT-RING MOUNTING

\*Opposite shaft-end mounting also available

NEW

## G-E Unit-Bearing Motor

for your fans and blowers

Easy for you to mount—easy for your customers to like—this quiet-operating, lifetime-lubricated fractional-horsepower motor. Will operate in any position—especially designed for fans and blowers.

Sizes from 25 millihorsepower to 1/12 horsepower. Adjustable-speed operation possible with suitable control. Provision for easy mounting in any of these methods. More information on this long-lived motor in bulletin GEA-5338. Write now. Apparatus Dept., General Electric Company, Schenectady, N. Y.

GENERAL ELECTRIC

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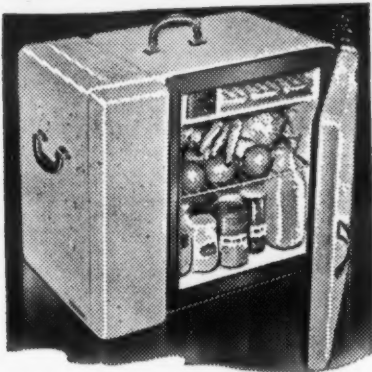
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Wholesale Only



## What's New



### Mid-West Sales Engineers To Distribute Freez-in

INDIANAPOLIS — National distribution of the new 1950 model Freez-in portable electric refrigerator will be handled by Mid-West Sales Engineers, Inc., manufacturers' representative located at 824 Lemcke building here, L. E. Wood, president, announced recently.

Distribution is being set up nationally through distributors only, Wood said.

The midsize model offers 1½ cu. ft. of refrigerated space in a cabinet measuring 23 in. wide, 19 in. high, and 15½ in. deep. It is said to only occupy as much space as the average table-top radio and to fit into the trunk compartment of the average car.

Interior dimensions of the food storage compartment are width, 13½ in.; height, 16 in.; and depth, 11 in. Across the top is space for six ice cube trays that could produce 162 1-in. square cubes. Three trays are provided as standard equipment.

A single copper coated, chrome finish shelf splits the storage compartment horizontally, but leaves room at one side for tall bottles. Shelf space amounts to 148 sq. in.

The cabinet is made of aluminum and is electrically welded. Finished

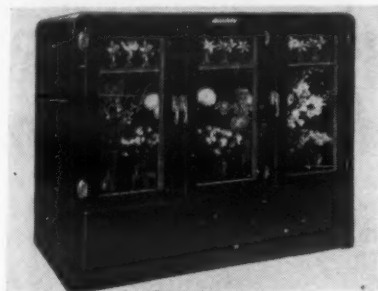
in baked enamel, it is available in three colors—white, blue grey in mother of pearl finish, and golden brown. It is braced from all angles for complete rigidity by channel supports.

Spun glass insulation is 1½ to 2 in. thick. The breaker strip is of odorless Phenolite. Three plastic handles, one on each end and one on top, are provided for carrying purposes. Three-quarter-inch rubber legs are moulded around the steel base and fastened to the double wall.

Located in a compartment to the left of the food storage compartment, the ½-hp. condensing unit is said to be capable of operating an 8-cu. ft. box and thus operates at only 15% capacity on the portable refrigerator. It is mounted on four live rubber vibration absorbers, bolted to the base by four bolts. The condenser is fastened to the cabinet by three screws on rubber mounts.

The unit operates on 110-volt a.c. 60 or 50-cycle. With a stepdown auto-type transformer, it can operate on 220 to 250 volts, a.c. With a current inverter, it can operate on a 6, 12, or 24-volt battery, Wood says.

Retail price is \$139.50, excise tax included.



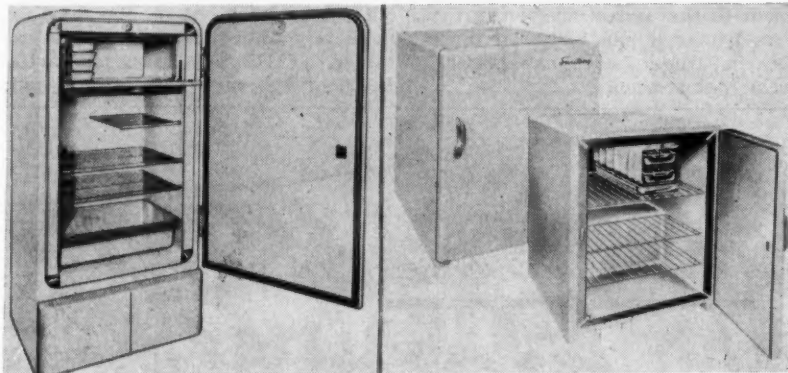
### 2 McCray Florist Cases Are Self-Contained

KENDALLVILLE, Ind. — The McCray Refrigerator Co. here recently announced the addition of two florist refrigerators to its line of products, a 60-cu. ft. display refrigerator known as model SA60GF, and a 40-cu. ft. model known as SA40GF.

Both florist cases have a black du Pont Dulux finished exterior, and a one-piece black porcelain interior liner. Two full length doors lead into the display compartment in the Model SA40GF; three doors to the SA60GF. The hardware is regulation heavy duty hardware of McCray design. The insulation is 3 in. of Fiberglas.

Cooling is by means of the McCray system of refrigeration. Both models are self-contained.

### Mutt and Jeff of Sanitary Refrigerator Line for 1950



At the left is Sanitary's 8-cu. ft. Deluxe model, while on the right is the company's smallest refrigerator, the 5-cu. ft. "Lo Boy" model. These are the extremes of the 1950 line.

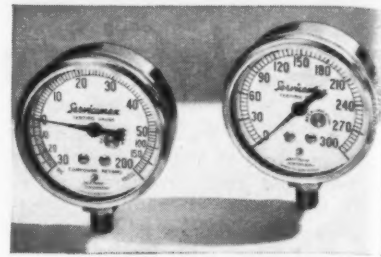
### Easy Recalibration Stressed In New Marsh Gauge

SKOKIE, Ill. — A new refrigeration testing gauge set has been announced by Marsh Instrument Co., sales affiliate of Jas. P. Marsh Corp. here.

The set, consisting of a compound retard gauge and a pressure gauge for use with manifolds and other testing, has been developed in the words of the manufacturer "to provide the serviceman with testing gauges which represent the ultimate in quality, accuracy, and utility."

Both gauges have Marsh heavy-duty bronze bushed movements and are calibrated to the extreme accuracy of plus or minus 1% of reading over their entire ranges. Knife edge pointers are provided to facilitate close reading. Both gauges have the Marsh "Recalibrator" which enables the user to restore the accuracy of a gauge that has been knocked out of adjustment by simply turning a "Recalibrator screw" on the face of the gauge.

The Recalibrator re-establishes the relation of the bourdon tube to the movement, thus correcting the gauge



throughout its entire range, which is particularly important in a testing gauge. A screwed, knurled ring is provided on each gauge to give quick, easy access to the Recalibrator screw.

Both gauges are in 2½-in. polished brass cases with bevelled glass crystals, giving them a handsome, business-like appearance. Retard scale of the compound gauge provides easy-to-read, one-pound graduations through the testing range of 0-50 lbs. A new bulletin describing the testing set is available from the manufacturer.

### Simplified Mills Ice Cuber Uses Less Current

CHICAGO — An economical ice cube machine that uses little more current than an ordinary household refrigerator is now in production at Mills Industries, Inc., Chicago 39, Ill., according to company officials.

The machine is powered by a ½-hp. condensing unit and can be plugged into any convenient outlet without separate wiring.

The Mills Ice Maker is fully automatic and produces solid, crystal-clear ice in lengths from ½-in. to 6 in.

It produces approximately 5,800 standard size cubes per day and the bin holds 200 lbs. Thermostat control regulates production of ice cubes to keep bins full at all times.

Fresh running water is used, being fed directly to the ice making tubes from water supply system. No water storage tanks are required.

Machine dimensions are: height 66 in.; depth 30 in.; width 30 in.; height to storage compartment, approximately 40 in. New simplification



of design makes it unnecessary to have moving parts for sizing, releasing, crushing, or delivery.

## COMPARE! FROZEN FOOD DISPLAY CABINET *Qualities* COMPARISON PROVES...

# BUY COLD-IN AND YOU BUY THE BEST

1. One Inch Solid Rubber Breaker Strip Between Liner and Frame
2. Refrigerated Dividers
3. One Piece Stainless Steel Top
4. Five Inches Fiberglas Insulation
5. Spot Welded Metal Strips (12") on Tubing
6. Two Layers Lakold Over Liner and Tubing
7. Shallow Compartment Refrigerated On Five Sides
8. Wrapped Tubing
9. Heat Exchanger

10. Slide Out Unit

11. Door Rollers In Metal Housing
12. Removable Screws In Bottom Door Molding
13. Stainless Steel Top Door Frame
14. Thermopane In Doors
15. One Piece Molded Rubber Door Frame
16. Bottom Molding Removable to Replace Thermopane

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|  | Coldin | A  | B  | C  | D  |
|--|--------|----|----|----|----|
| 1. One Inch Solid Rubber Breaker Strip Between Liner and Frame | Yes    | No | No | No | No |
| 2. Refrigerated Dividers                                       | Yes    | No | No | No | No |
| 3. One Piece Stainless Steel Top                               | Yes    | No | No | No | No |
| 4. Five Inches Fiberglas Insulation                            | Yes    | No | No | No | No |
| 5. Spot Welded Metal Strips (12") on Tubing                    | Yes    | No | No | No | No |
| 6. Two Layers Lakold Over Liner and Tubing                     | Yes    | No | No | No | No |
| 7. Shallow Compartment Refrigerated On Five Sides              | Yes    | No | No | No | No |
| 8. Wrapped Tubing  | Yes    | No | No | No | No |
| 9. Heat Exchanger  | Yes    | No | No | No | No |
| 10. Slide Out Unit   | Yes    | No | No | No | No |
| 11. Door Rollers In Metal Housing                              | Yes    | No | No | No | No |
| 12. Removable Screws In Bottom Door Molding                    | Yes    | No | No | No | No |
| 13. Stainless Steel Top Door Frame                             | Yes    | No | No | No | No |
| 14. Thermopane In Doors  | Yes    | No | No | No | No |
| 15. One Piece Molded Rubber Door Frame                         | Yes    | No | No | No | No |
| 16. Bottom Molding Removable to Replace Thermopane             | Yes    | No | No | No | No |
| 17. Five Year Factory Warranty on Unit Included in Price       | Yes    | No | No | No | No |
| 18. Five Year Food Spoilage Insurance Included in Price        | Yes    | No | No | No | No |



## Coldin Cabinet Co., Inc.

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## Where To Put It?

# Further Comment on Locating Thermal Bulb Contributed by British Engineer

4, Baldwyns Park,  
Bexley, Kent, England

Editor:

It is with great interest that I have just finished reading the articles by Thomas Lopiccolo and James J. LaSalvia on the subject of the location of the thermal bulb of an expansion valve with relation to a heat exchanger.

In the past we have had to face similar problems with regard to the use of heat exchangers and the regulation of refrigerant at low temperature and I am pleased to say we have arrived at a very satisfactory solution.

It may be that a review of experience here will be of some assistance to Messrs. Lopiccolo, LaSalvia, and also Cox in throwing some light on their problems and I therefore pass it on.

As regards the position of the thermal bulb in relation to a heat exchanger, I entirely agree with LaSalvia that in order to maintain even evaporator temperatures the thermal bulb of the expansion valve should be clamped to the portion of the suction pipe between the evaporator coil and any heat exchanger of the liquid and suction gas type.

In tests which have been carried out here in the past it has been established that if a liquid-suction gas heat exchanger is used to superheat the suction gas for the purpose of actuating a conventional spring loaded T.E.V., the result is wide variations in evaporator temperature. This is understandable when it is realized that the major portion of the heat for superheating the suction gas is derived from the high-pressure liquid.

As is well known, the T.E.V. opens and closes according to the pressure difference across the thermal element. When the valve is closed the flow of liquid through the heat exchanger ceases and so consequently does the main source of heat for superheating the suction gas.

The valve, therefore, remains closed until such time as the evaporator pressure is pumped down low enough

to cause the valve to open, or the temperature of the thermal bulb is raised from some other source of heat; usually a combination of the two. When the valve does begin to open the warm liquid flowing through the heat exchanger raises the temperature of the suction gas still further and the net result is a wide variation in suction pipe temperature on the compressor side of the heat exchanger.

Actual figures taken during the tests, by means of thermocouples attached to the suction pipe before and after the heat exchanger, showed that if the temperature of the suction pipe on the evaporator side of the H.E. varied 3° F., the variation on the compressor side was as much as 21° F. The net result of this was an evaporator pressure hunt of as much as 10 p.s.i.

In another series of tests using the same T.E.V. but superheating the suction gas by some other means using a non-fluctuating source of heat, the evaporator pressure hunt was reduced to 2 p.s.i.

Needless to say I am of the same opinion as LaSalvia, namely that the liquid-suction gas heat exchanger should be used for the sole purpose of sub-cooling the liquid or to ensure that no entrained liquid returns to the compressor in the suction gas.

In Lopiccolo's case the suction gas is apparently superheated before it arrives at the heat exchanger which is used to boost the superheat still further for the purpose of increasing the pressure difference across the thermal element. In such a case I should be inclined to reduce the spring loading on the valve rather than use a heat exchanger.

This brings me to the other problem of the control of the flow of the refrigerant at low temperatures.

Apart from the fact that with the conventional spring loaded T.E.V. the superheat required to actuate the valve increases with decrease in temperature, further, I find that these valves are too insensitive to slight changes in pressure. What usually happens, particularly in the case of

cascade plants, is that the time lag between the T.E.V. closing and opening is often sufficiently long to enable some of the low formation temperature liquid feeding the low-temperature T.E.V. to flash and cause a gas lock in the pipe line. Very often when this occurs refrigeration ceases altogether. In order to overcome this and other problems we have developed a remote controlled expansion valve which is very sensitive to changes in pressure.

The valve itself is simply a non-corrodible steel ball normally held on to its seat by a spring. The ball is lifted off its seat by means of a small but powerful electro-magnet which is energized by the remote control mechanism from a source of low voltage. The energizing coil is designed for continuous rating and is completely isolated from the refrigerant. Since the electrical side is completely sealed against moisture the whole valve can be tucked away inside the insulation.

There is more than one type of control mechanism. In one type the superheat required to actuate the mechanism decreases with decrease in evaporator temperature as opposed to the conventional T.E.V. where the superheat increases with decrease in

evaporator temperature. For example, in the case of one common refrigerant the superheat required at +12° F. evaporator temperature is 25° F. while at -60° F. evaporator temperature it is 15° F.

Remote controlled expansion valves are used on both stages of a successful low-temperature unit which has been manufactured by my firm for some years past. In this unit any air temperature from atmospheric down to -130° F. can be automatically maintained. Similar valves are also being used for higher temperatures of the order of -60° F. and -40° F.

In passing, there are two other points worth mentioning in connection with the remote controlled valve. The first point is that the valve is positively shut all the time the compressor motor is stopped because the energizing current is derived from across the motor input terminals, and, therefore, the ball will be held tight on its seat by the spring plus the condenser pressure irrespective of whether its control mechanism is on or off.

The second point is that since the refrigerant does not flow through any part of the control mechanism this remains at the ambient air temperature, consequently there is no possibility of the condensed portion of the charge in the thermal element being other than in the thermal bulb. We are thus able to make full use of limiting charges and cross-charges and always be sure of the thermal bulb having its proper control.

RICHARD T. HALES,  
A.M.I.Mech.E., M.A.S.R.E.

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## 3 experienced servicemen say CUT JOB COSTS 3 WAYS WITH FRIGIDAIRE VALVES!

Frigidaire Refrigerant Control Valves insure swift installation—save valuable job-time. Their high quality construction reduces costly call-backs. And their remarkable adaptability means less money tied up in parts inventory.

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Likes easy installation!

"Compact, sturdy Frigidaire Valves are easy to install," says Albert Huber, Huber Refrigeration Service, Baltimore, Md. "They're second to none in performance and dependability."



No inventory headaches!

"Frigidaire Valves, Switches and other fast-moving parts are easily adapted to any type of equipment," says S. M. McKinney, Service Sales Company, Des Moines, Ia. "So by using Frigidaire Parts we avoid tying up a lot of our money in big stocks of parts—yet we can handle any jobs we are called on to do."



Avoids costly call-backs!

"We prefer Frigidaire Expansion Valves because their high quality prevents costly call-backs, and because they are so readily adaptable to all kinds of equipment," says A. D. Ragsdale, Acme Stove & Electric Co., Kansas City, Mo.

These Modulex features assure exceptional performance

Single-bellows operation. Fewer moving parts mean trouble-free performance.

All-metal, moisture-proof construction. Non-porous, forged-brass valve body; bellows assembly hermetically sealed.

Self-locking adjusting screw. Holds setting; eliminates need for frequent readjustment.

Exclusive Modulex power element. Gas-charged feeler bulb for precision control.

Replaceable needle and valve seat. Long wearing, non-corrosive; provides perfect seating.

Easily removable filter. Fine mesh screen on inlet side stops foreign matter.

Self-aligning stainless steel needle. Full-floating needle assures perfect seal, no leak-through when valve is closed.

Micro-finished bearing surfaces. Prevents sticking and erratic action; assures smooth operation.

Frigidaire Modulex Expansion Valves

Insure Accurate, Dependable Temperature Control

You'll like the precision control possible with Frigidaire's exclusive Modulex thermostatic bulb. This unique power element responds only to temperature changes at the bulb itself. Changes at valve body, or along the capillary tube, do not affect valve

operation. Tests prove the Frigidaire Modulex Valve continues to function perfectly even when valve body is completely frozen in a block of ice, or subjected to unusual heat conditions. These valves can be installed inside or out of the refrigerated space.

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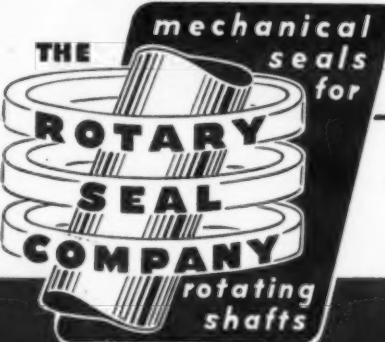
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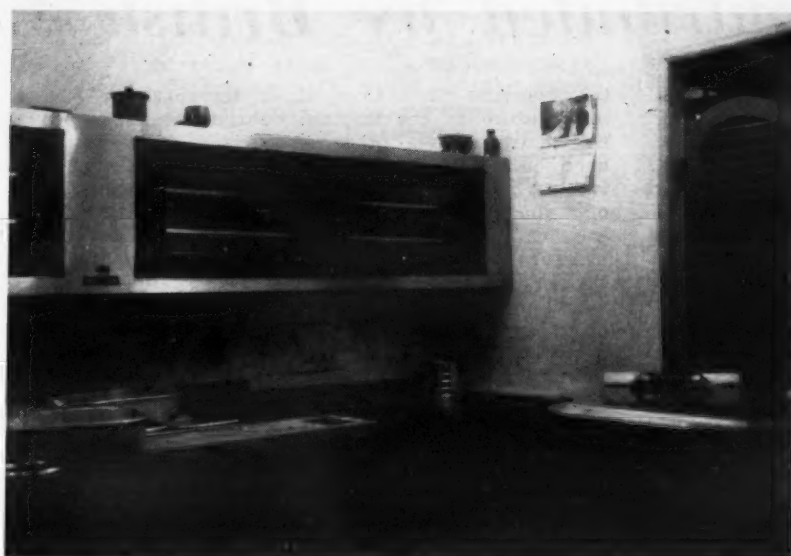
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## 2 Flake Ice Machines, Special Reach-Ins Help Restaurant Emphasize 'Freshness' Angle In Promotion of Salad Dishes

Rectangular reach-ins mounted along wall provide storage for salad oils, aspic, and other forms of flavoring used in the rapid preparation of salads at the



"Hasty Pudding" restaurant. Once made up, the salads are taken to the patrons on carts packed with flake ice.

ST. LOUIS—Operating two York flake ice machines, which are capable of producing huge quantities of flake ice daily, has made possible a novel, consistently profitable food service operation in the "Hasty Pudding" restaurant of Scruggs, Vandervoort, Barney here.

The St. Louis department store operates a tea room, an employees' cafeteria, and a basement cafeteria, all of which are supplied with flake ice units, independently. On the 7th floor of the store is its most unusual specialty—the Hasty Pudding restaurant, which, although it seats only

80 customers, attracts an average of 430 women per day, who pay 85 cents for a choice of any one of four salads.

Flake ice is used in almost every step in food service in the semi-circular room. The 80 seats are grouped around small stainless steel column tables, each of which has a shallow, ridged top, into which plywood trays fit. The wooden trays, of the same size as used in most cafeterias, are done in light blonde hardwood, and actually form the "tabletop" with the customer setup, including glass of water, napkin, silverware, salt, etc. When the customer has been served, the entire "tabletop unit" or actually, the tray with its dishes, is removed, carried to the kitchen, and a new, clean tray substituted. This does away with breakage, many handling operations, and expedites service tremendously.

Customers seated around the gaily-decorated room may choose from only four menu items, which have never been changed in four years of operation, according to Miss Elizabeth McCorkle, Hasty Pudding food service manager. No menus are used.

Instead, the four types of salads arrive at the customer's table on one of the most unusual tables used in food service merchandising. These are 6 ft. across, and consist of a circular, shallow tray, lined with copper, which is packed to a depth of 4 in. with flake ice.

Four legs, on casters, support the tabletop, and embedded in the ice are bowls of popular salads, including chicken salad, tuna fish, vegetable salad, and a chef's salad. In the center of the top (which incidentally revolves) is an elevated circular shelf on which is a variety of salad dressings, in bowls, from which the customer may make a choice.

In serving the customers, two of these units are merely pushed to the table, and the customer points out which type of salad she would like to have. A bowl is then placed on the table, and the salad served with heavy wooden forks, direct from the

bed of ice to the customer's bowl. The patron then chooses the salad dressing, and drinks, all served off the same portable unit. This is then pushed on to the next customer.

The high speed with which this operation can be carried out, plus the fact that lifting the tray off the table after the customer is finished, automatically "cleans the entire place," makes it possible to serve 430 people in an 80-person room, in the space of a few hours.

Because of specialization in chilled salads, large amounts of carefully controlled refrigeration are required to support the Hasty Pudding volume and quality. In a small wood-enclosed "kitchen" in the center of the room, is a 4-compartment reach-in refrigerator for basic salad ingredients, and on the wall a custom-made refrigerated wallcase, 8 ft. long, 2 ft. high, and 2 ft. deep, built of stainless steel, with black, sliding hard-rubber doors, in which delicate salad oils, anchovies, aspic, and other flavoring which need careful refrigeration control, are maintained.

The tiny kitchen also contains space for dish storage, and for mixing of salads, ready for transfer to the flake ice circular carts. All of the meats used are prepared in the tearoom kitchen, several floors below.

Chief reason for the constant popularity of the 85-cent salad lunch which the Hasty Pudding offers is maintenance of quality and freshness, according to Miss McCorkle.

"Every ingredient which goes into the salads is either refrigerated mechanically or by flake ice, from the moment it reaches the store," she indicated, "and inasmuch as all of our vegetables are bought fresh daily, we are able to guarantee customers absolute freshness in the salad chosen."

As a result, the two flake ice machines are in constant operation, providing sufficient ice for all beverages, the displays, for storage protection, etc., and have transformed what might be otherwise a simple "snack bar" into a source of continuous profit.

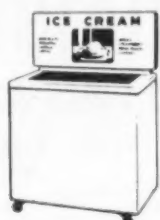


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## SAVING MARKET SPACE: Fifth-Larger Walk-In Boosts Cold Storage Capacity 300%

LINCOLN, Neb. — Reduction by more than half in the time and effort needed to keep dairy products and cold cuts on the selling floor, plus an average weekly increase in sales of \$250, has resulted from the installation of a combination walk-in cooler and display fixture for dairy products at the Ideal Market, here, according to Manager Lyle Hans.

The new case was shipped in section and set up directly behind the counters of the dairy, egg, and cold cuts section of the meat department in Lincoln's largest supermarket. It is 8 ft. by 10 ft. and 7 ft. high on the inside, providing four times as much space as the old-style, reaching, swinging door box which it replaced, yet takes up only 20% more space, the grocer pointed out.

The case is situated a few feet back of the refrigerated counter for cold cuts where it is easily visible to customers and readily accessible to clerks. It has two sets of sliding glass panels, one above the other, extending the length of the front so as to provide a maximum of display space on its front side.

Thermoseal glass gives patrons vision of the contents of the fixture at all times, aided by concealed lighting in the cornice. Hans stated that the old case was usually sweated over. The sliding panels of the new case also serve to reduce the refrigerating cost since the sliding action eliminates fanning in and out warm air and cold air, as happens with swinging doors.

Furthermore, sliding panels take up less room than swinging doors, he added, so that the case has been placed closer to the counter than the old box. Meat department clerks now take only two steps in serving a customer from the new case, while four steps were required previously.

Walk-in section of the cooler provides storage space for cold cuts and all milk, eggs, butter, oleo-margarine, and cheeses (types needing refrigeration) sold in the dairy and cold cut section. The old box didn't have the walk-in feature, hence had only a fourth the storage capacity of the new fixture. The reach-in vending section on the front of the cooler is supplied from inside the cooler, eliminating steps and traffic confusion.

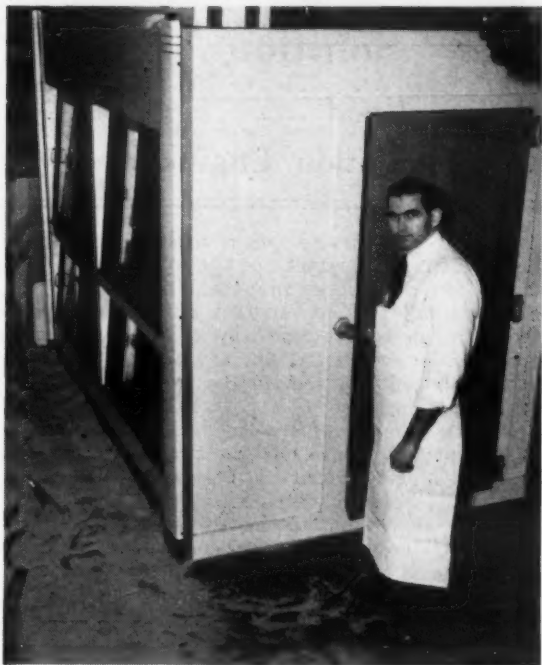
### LESS RESTOCKING NECESSARY

Another major benefit accruing from the new cooler, as cited by the grocer, is that the cooler has sufficient storage space so that department personnel are not required to make several trips a day to a back-room cooler to bring in bottled milk to the selling floor. The same applies to other dairy products and eggs.

Blower coils in the top of the box assure even temperature throughout the cooler, Hans said. Compressor and motor are mounted outside on top of the box. The motor is a 1-hp. Frigidaire unit and is air cooled. This arrangement helps conserve space. Incidentally, the cooler is portable.

Henry Frisbie, manager of the department, said the new fixture definitely has sales appeal. It was

Sliding doors at side of Ideal Market's new walk-in have two principal advantages: (1) They take up less room, permitting cooler to be positioned closer to counter area. (2) Sliding action doesn't fan out cold air, suck in warm air as with swinging doors.



mentioned in the supermarket's newspaper and radio advertising for several weeks after its installation, he stated and has been responsible for about \$250 weekly in increased sales by virtue of its attractive appearance alone. Hundreds of patrons have commented favorably.

A large electric sign on top of the box advertises dairy products and can be seen by shoppers in all parts of the supermarket.

### MOST DEPTS. SELF-SERVICE

Hans also pointed out that mechanical refrigeration for storage and vending has been perhaps the most important single factor in the efficient operation of the store, which has more selling space than any other supermarket in Lincoln. Most of the departments are self-service, with meats and dairy products being the only service section, while the vegetable department is semi-self service.

Equipment includes two 6-ft. reach-in vending fixtures for frozen foods. These have self-contained refrigeration units. Open, self-service vegetable cases with self-contained refrigeration account for 14 line feet of vending space, while there are 48 ft. of glassed-in meat counters.

An 8-ft. by 20-ft. walk-in box has been installed for vegetable storage, along with 8-ft. by 30-ft. walk-in for meat storage and 6-ft. by 10-ft. walk-in sharp freeze cooler for frozen food storage.

A machine room is maintained at the back of the plant (the supermarket has no basement) for the refrigeration units of the three walk-in storage coolers. Defrosting is done with manually operated heaters which consist of a heating element around the bottom of the coils, and louver elements to keep heat from going out into the coils.

Eight germicidal lamps have been added to meat storage facilities. An ozone machine installed in the vegetable cooler counteracts any bacteria,

while special alcohol-base paint is used also to stop mould and bacteria growth. The paint is treated with a fungicide as an extra precaution.

The manager declared that refrigerated storage and vending of all perishable foods, including vegetables and berries, have enabled Ideal to hold spoilage loss to an unusually low figure. Strawberries, for example, were used in a test a few months ago and remained in excellent condition for 14 days for a very wide margin of safety. Berries normally are sold out daily.



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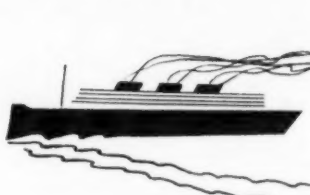
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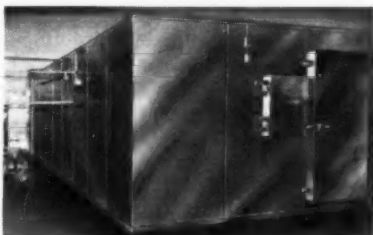
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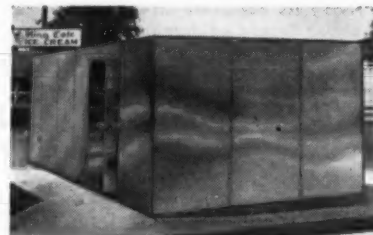
Your salesmen can sell Multi-Purpose Compartmented Boxes to Supermarkets . . . Breakdown Boxes and Ice Cream Hardening Rooms to Frozen Food and Ice Cream Distributors . . . Low Temperature Boxes to Fur Farmers . . . Fish Freezers to Producers of Fresh Frozen Fish . . . Coolers to Beer Distributors . . . Meat and Vegetable Cooling Rooms to Wholesale Food Distributors.

Yes, you'll do a profitable selling job with RECO Sectional Freeze Coolers. If you are a soundly established, aggressive firm, we want you as our distributor. We are prepared to work with your salesmen, provide you with advertising and descriptive data and give you our full cooperation. Write now, furnishing details. Ask for our catalog. Our new prices are designed to put you out front, with the best quality equipment available!

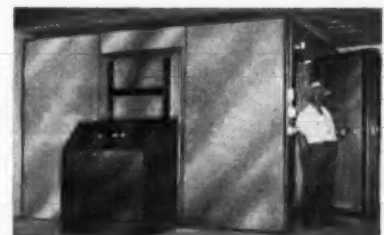
BELOW ARE A FEW OF THE MANY INSTALLATIONS OF RECO-FAB EQUIPMENT



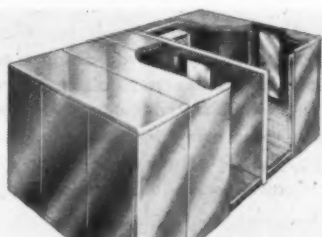
FROZEN FOOD STORAGE: Southside Frozen Foods, Inc., Petersburg, Va., stores approximately 20-25 tons of frozen foods in their 12' x 32' x 8' RECO-FAB, purchased to replace rented space. Carton Passing Door and Conveyor speed loading and minimize refrigeration loss.



ICE CREAM HARDENING AND STORAGE: King Cole Ice Cream, Utica, N. Y., uses this two-temperature 12' x 24' x 8' RECO-FAB for ice cream hardening and storage and for medium temperature storage of ice cream mix. Refrigeration is provided by 2 factory-assembled RECO-PAK Packaged Refrigeration Systems.



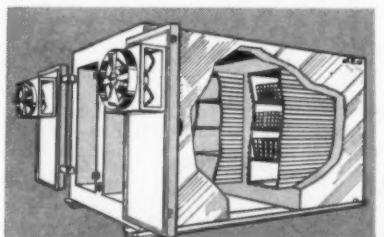
SEA FOOD STORAGE AND FREEZING: Burton's Sea Food, Inc., Chincoteague, Va., stores their famous Chesapeake Bay Oysters in their new 12' x 12' x 8' RECO-FAB, using no ice at all for storage. Other Sea Foods—lobsters, shrimp, fish, etc.—can be frozen or stored (fresh or frozen) in other models available.



Typical "TWO-TEMP" RECO-FAB, ideal for product freezing and storage of frozen products. Ice Cream Hardening and Storage, with Medium Temperature storage of fresh products or ice cream mix.



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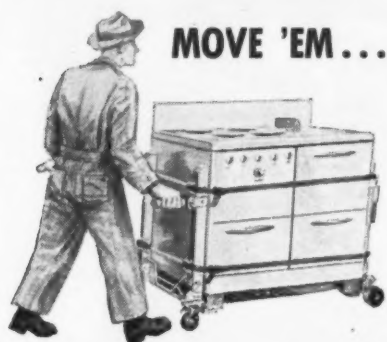


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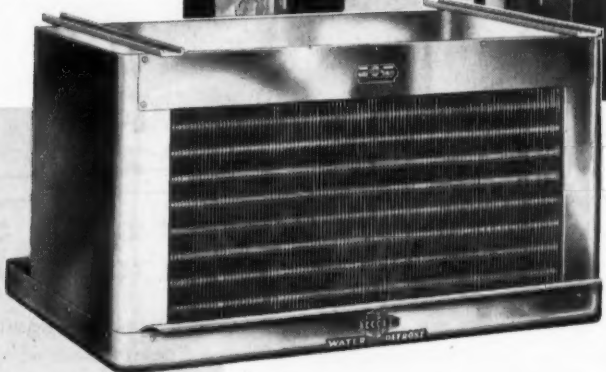
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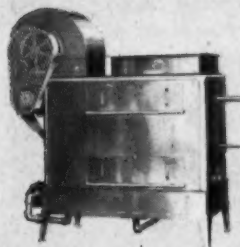
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## Refrigeration Problems

and their Solution

by Paul Reed

For Service and Installation Engineers



Paul Reed

### Profit or Loss In Servicing? (2)

If a dealer cannot run his service department so that it shows a profit, then he had better do one of three things:

1. See if the installation and service allowances are as much as he would have to pay an independent service company. If they are low, then he should raise them to what he would have to pay an outside company.

2. If they are as high as he would have to pay an independent service company, then he must either put in an adequate accounting system, or if he has an adequate system, he must analyze his entire service operation and find out why his costs are too high and how they can be lowered and still do a good job of installing and servicing the equipment he sells.

Cutting his service costs doesn't mean cutting the quality of the jobs, using second grade material, nor skimping the amount. In fact, doing those things is the best way to increase costs eventually. Quality pays in installation and service the same as in anything else.

Nor does cutting his service costs mean cutting wages. Men can be overpaid it is true, but the best men are the cheapest in the long run. It takes a rich man to afford poor workmen—they are too expensive.

3. If he is unable or unwilling to so organize a service department that it is operated in the black, or at least not in the red, then he had better not operate a service department at all, but instead contract all of his installation and service out to a good, well managed independent service company. Then he will be able to definitely know what his installation and service costs are, and properly include them in his cost and profit accounting.

### THIS EXPERIENCE NOT UNCOMMON

We have spoken of this dealer in the past tense, as if there were no dealers today handling their service in as unbusinesslike a manner as this dealer did. Unfortunately, there are dealers today who are not operating their service departments much better than this dealer did.

Fortunately, however, such inefficient operation is much less common now than then. A successful, present-day dealer runs his service department as a separate business that must stand by itself. It gets paid for everything it does, but only in an amount that experience has shown will, on the average, amply cover those operations—no more, no less.

### SERVICE: A PROFIT AND LOSS DEPARTMENT

To operate a service department on a paying basis is no more nor no less difficult than operating any other business. It means operating it just as if it were a separate business; not a separate company nor a separate corporation but completely separate accounting.

Some departments, such as sales, advertising, engineering, application, etc., are usually operated as "expense" departments. The entire cost of running them is carried as an expense and this expense is a part of the cost of doing business.

Not so the Service Department. It has income aside from the installation and free service allowances allotted to it from the original sale, and from other services rendered to the sales department which may choose to give something to a customer as a matter of policy or as an advertising or goodwill gesture.

It has income from charge service after free service has expired; from the sale of accessories; from charge service on equipment not sold by the dealer; rebuilding and modernization of old-style equipment; selling used equipment and parts, and other possible activities in which it can properly and profitably engage.

Even if a dealer restricts the activities of his service department solely to installing and servicing the equipment he sells, he still should

operate his service department as a "P and L" (profit and loss) department, not as an expense department, for his Service Department will still have income from charge service. Unless he keeps an entirely separate accounting he simply cannot tell whether his service department is being run efficiently or not and how much it is costing to install and service his equipment.

### NOT ONLY POSSIBLE BUT IS BEING DONE

Many dealers are operating their service departments profitably. Some of them discovered the possibilities of profitable service operation when the late war broke out and they were unable to get merchandise. The service department proved to be the salvation of many dealers, who were able to stay in business only because of the income from their service departments.

The Feb. 6, 1950, issue of AIR CONDITIONING & REFRIGERATION NEWS carried a story on page 6 entitled "Profitable Service Department Is Possible with Adequate Records; Selecting Good Men," that should be read by every dealer or independent service company that is not fully satisfied with his service picture.

The three dealers, Messrs. Johnston, Morrison, and Almquist who conducted the panel discussion, operate profitable service departments by applying the same good business methods to the operation of their service departments as they or any other successful businessmen apply to the conduct of their own businesses.

The Service Department is a business within a business, and as such must be treated as a separate business.

### THE EMPLOYEE'S INTEREST

The Service Engineer working for the dealer has a stake in this, too. If the dealer is continually losing

money on his service activities, or because of a poor system of accounting thinks that he is, that dealer is not going to be a very good man to work for. Parts stocks will be low; tools and equipment will be run down; lost time will be excessive; it will be hard to get a raise; and there will be plenty of criticism.

On the other hand, a service department that stands on its own feet and is making money, offers more to a good service engineer. It gives him a chance to show what is in him. There is incentive to do more efficient work, and the means is there to reward it by promotion and better pay.

The dealer and his men are happy, they are willing to work; they are making money.

### Fairview Opens 2nd Store

ERIE, Pa. — Fairview Electric, which operates an appliance store at 5 E. Main St., Fairview, Pa., has opened a new appliance outlet at 363 W. 26th St. here. The store features major and small appliances, service, and a kitchen planning counsel.

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STANDARD  
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An entirely new Automatic method of making your own ice cubes. GIVES YOU 700 POUNDS OF CRYSTAL CLEAR ICE CUBES EACH DAY AT THE UNBELIEVABLY LOW COST OF 8c Per Hundred Pounds.

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Replace with Ranco Precision-Built Controls for Water Coolers—that's the way to insure complete customer satisfaction. And it's the way to make your job easier, too... you spend less time, eliminate call-backs, and make greater profits on every replacement job. Ask your Ranco wholesaler to show you the eight Ranco models specially designed for Water Cooler installation. Replace it right with Ranco!

Ranco  
Type KOD 136 Control  
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## Women's Round Table To Discuss Preservation Of Food on March 1

NEW YORK CITY—"Food Preservation" will be the subject of the second in a series of four all-day seminars, "Workshops for Electrical Living," to be held on March 1 in the General Electric Auditorium, under the auspices of the Electrical Women's Round Table, Miss Helen Thackeray of General Foods Corp. and chairman of the educational committee announced recently.



Miss Lura J. Alkire

"Our purpose in conducting this course is to consider advances in nutrition, textiles, and housekeeping in their relation to up-to-date information about electrical equipment," Miss Thackeray said.

"We hope that by correlating these allied fields, we can demonstrate how electrical appliances can be utilized most effectively by the homemaker."

Miss Lura Jim Alkire, manager of General Electric's Consumers Institute and chairman of the workshop will preside over an open discussion period at the end of the day.

Dr. Esther Batchelder of the Bureau of Human Nutrition in Home Economics, of the U. S. Department of Agriculture will open the meeting with a discussion of "Food and Its Care," which will include new information on bacteriological research.

Mrs. Elizabeth Sweeney Herbert, equipment editor of *McCall's* magazine, will conduct a comprehensive discussion-demonstration on refrigerator use and care.

During the afternoon session, Miss Priscilla Porterfield of General Electric's Consumers Institute will demonstrate practical applications for using frozen foods.

A technical talk by Dr. Walter MacLinn, food technologist of the Agriculture College, Rutgers university, will cover recent findings on the subject, "Food Preservation by Canning."

Miss Eleanor Crozier of the Good Housekeeping Bureau will wind up the day's session. Her topic, "Food Preservation—Quality Evaluation," will consist of a presentation on taste-test qualifications of frozen foods.

The Electrical Women's Round Table, whose educational committee organized these workshops, is a national, non-profit organization of business and professional women affiliated with the electrical industry and allied fields.

## Kelvinator Film Wins Gold Medal Award for Speaking Up for Freedom

DETROIT—A national honor award for "speaking up for freedom" was presented to the Kelvinator division of Nash-Kelvinator Corp., at a recent luncheon meeting of the Adcraft Club of Detroit.

Charles J. Coward, Kelvinator merchandising manager, accepted the gold medal award from Kenneth Dale Wells, executive vice president of Freedoms Foundation, Inc.

The award was won by Kelvinator for its full-color, 16 mm. documentary motion picture, "Of This We Are Proud." The medal is one of several offered for the first time this year by Freedoms Foundation to individuals and organizations for outstanding contributions to the American way of life.

Produced in 1948, the Kelvinator film has been shown to an estimated audience of 3,000,000 people. It is a 22-minute review in dramatic form of the high points in the growth of the United States, and includes views of historic landmarks throughout the nation.

Coward said Kelvinator decided to produce the film out of a growing conviction that "critics who would destroy our American freedoms must not be allowed to have the stage all to themselves."

"Such destructive criticism," Coward said, "can best be answered by recalling our nation's past achievements, of which all Americans can be proud."

## Factory Sales of Washers In '49 Drop 29% Under '48, Irons Sales Fall 35.5%

CHICAGO—Factory sales of standard-size household washing machines last year dropped 29% below the record 1948 figure, according to the American Home Laundry Manufacturers' Association.

A total of 3,033,106 washers were sold in 1949, compared with 4,317,183 in the previous year. In the four post-war years, sales amounted to 13,157,902.

Sales of ironers in 1949 were given as 307,345, a decline of 35.5% from the record of 476,860 set in 1948. Reporting factory sales of driers for the first time, the association said 105,727 units were moved last year.

December factory sales were announced as follows: washers—237,591, 20% below November but 29% above December, 1948; ironers—19,400, 47.4% under November and 25.4% lower than December, 1948.

## Sales Director



E. D. HALSEY

## Universal Cooler Names --

(Concluded from Page 1, Column 4) Cooler Div. sales department since the end of World War II, joining the organization after serving as a captain in the corp of engineers. Prior to his service with the army he was a district sales manager for McCray Refrigerator Co.

## Industry Slows Down --

(Concluded from Page 1, Column 3) chandise department of General Electric Co., announced that General Electric had sufficient coal and steel stocks on hand to last for 10 working days after Feb. 27.

He explained that the Erie works, where refrigerators and home freezers are manufactured, will be shut down on Monday, Feb. 27, in accordance with a "holiday" proclaimed by Erie's mayor. The mayor asked all industries to close down that day to conserve coal supplies.

Pritchard explained that General Electric is already working on a five-day week production schedule.

Steel shortages are cutting the production schedule of the Nineteen Hundred Corp. by 25%, Elisha Gray, president, reported. He said that the company is chopping off the last day of the work week, putting all appliances except ironers on a four-day per week schedule.

The situation of some steel producers was becoming critical. Jones & Laughlin had planned to start banking its furnaces at the giant Aliquippa, Pa. works on Feb. 22, but found enough coal to keep going for another day or two. But it was anticipating a close down by the end of the week.

Bethlehem Steel banked another blast furnace, making a total of 14 hearths out of operation. Other steel plants in Youngstown and Baltimore were laying off men and shutting down furnaces. One bright spot was United States Steel, which was maintaining uninterrupted production.

## Sunroc Starts Service School on Water Coolers

GLEN RIDGE, Pa.—On Feb. 27, a new class will start its course in the Sunroc sales-service school. This training school is said to be the only one of its kind conducted by a water cooler manufacturer.

During the course, the trainees will be instructed thoroughly in the mechanics of water refrigeration, not only as it applies to Sunroc water coolers but so that they will be competent to service and repair all makes. The course includes general schooling in the principles of refrigeration and specific instruction concerning each component part of a water cooler.

Upon completion of the course, the trainees will take positions in the various branches of the Sunroc company throughout the country.

## Cooling for Dallas Church

DALLAS—According to announcement by the Rev. J. Daniel Barron, pastor, a contract has been let to the Texas Refrigeration & Engineering Co. for an \$18,000, year-round air conditioning system for the Grace Methodist church here. Work on the installation will begin immediately, it was stated.

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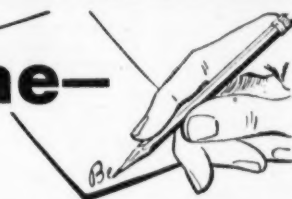
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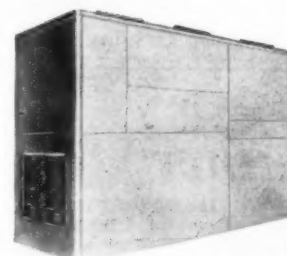
**VIKIMATIC**

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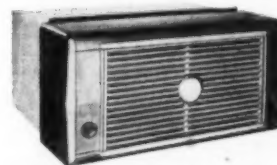
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## YOU SHOULD READ THE PROFIT STORY ON CUNNINGHAM CABINETS



Many dealers realized tremendously increased profits in 1949 with and because of Cunningham low temperature cabinets for frozen food and ice cream. High temperature cabinets for dairy products. In 1950 you too can have such an experience. For all details write

**CUNNINGHAM PRODUCTS COMPANY**

8790 Grinnell

Detroit 13, Michigan

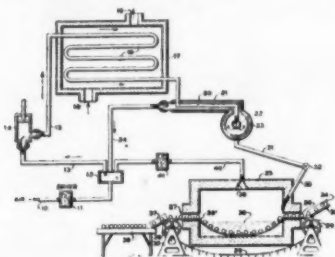


# PATENTS

Week of October 11

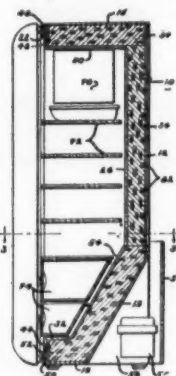
(Continued)

**2,484,397. APPARATUS FOR FREEZING FOOD.** Theodore E. Klein, Cranford, N. J. Application Feb. 20, 1946, Serial No. 648,926. 2 Claims. (Cl. 62-104.)



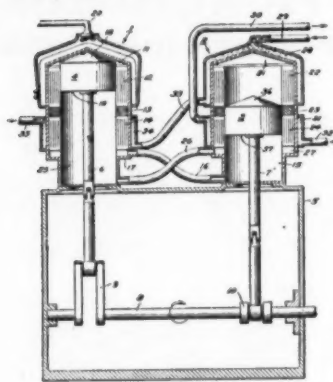
1. A refrigeration system for the preservation of food products and the like comprising apparatus for liquefying air, an insulated chamber for receiving liquid air from said apparatus, means connecting said apparatus to said chamber, a conveyor extending through said chamber for bringing the food products into said chamber and into intimate contact with said liquid air in order that heat may be rapidly abstracted from said products and the temperature thereof reduced and for removing said products from said chamber.

**2,484,310. REFRIGERATING APPARATUS.** Lawrence A. Philipp, Detroit, Mich., assignor to Nash-Kelvinator Corp., Detroit, Mich.



A refrigerator comprising an outer metallic shell having contoured edge portions forming channel shaped members extending around a vertically extended access opening, an inner shell formed of plastic material having outwardly extended flanges positioned within the channel shaped members, the inner and outer shells being contoured angularly adjacent the bottom to provide a mechanism compartment, a motor compressor unit positioned within the motor compressor compartment, refrigerant condenser tubes bonded to the inner surfaces of the outer shell, a refrigerant evaporator positioned within the inner shell, connecting means between the motor compressor unit and the refrigerant condenser tubes.

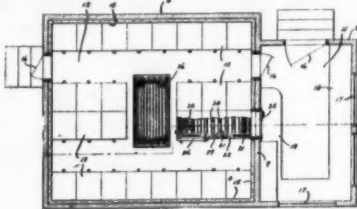
**2,484,392. HOT-AIR ENGINE ACTUATED REFRIGERATING APPARATUS.** Willem Jan van Heeckeren, Eindhoven, Netherlands, assignor, by mesne assignments, to Hartford National Bank and Hartford, Conn., as trustee.



1. A combined hot gas piston engine and refrigerating device comprising means forming a hot space for said engine,

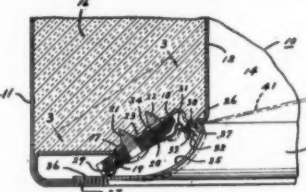
means forming a cooled space for said refrigerator, means forming a cold space for said engine, means forming a warmer space for said refrigerator, conduit means connecting said hot space and said cold space, second conduit means connecting said cooled space and said warmer space, a piston separating said hot space from said cooled space, a second piston separating said warmer space from said cold space, and means for mechanically connecting said pistons so that the movements thereof show a predetermined phase displacement.

**2,484,572. FROZEN FOOD PLANT.** Pearl T. Jude, Minneapolis, Minn., assignor to General Motors Corp., Dayton, Ohio, a corporation of Delaware. Application April 24, 1947, Serial No. 743,497. 2 Claims. (Cl. 62-83.)



1. A locker plant comprising in combination, a cold storage locker room, means for cooling said locker room to a temperature below freezing, a sharp freeze compartment within said cold storage locker room for receiving articles to be frozen prior to removal to lockers in said locker room, means for cooling said sharp freeze compartment to a temperature below the below freezing temperature of said locker room, a processing room adjacent said sharp freeze compartment wherein articles are prepared for freezing in said compartment and wherein a temperature above freezing is maintained, said sharp freeze compartment having a service doorway providing communication with said processing room for permitting a person to place articles prepared in said processing room into said compartment without being subjected substantially to the low temperature therein, said sharp freeze compartment also having another service doorway spaced from said first service doorway and adapted to provide communication with said cold storage locker room, a conveyor device within said compartment bridging the space between said spaced apart service doorways for receiving and supporting articles placed into the compartment through said first named doorway and for conveying same into a position adjacent said another compartment service doorway, and said another service doorway permitting articles frozen in said compartment to be removed therefrom and directly placed into lockers in said cold storage locker room.

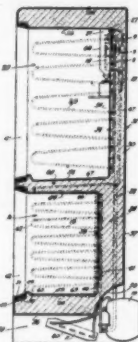
**2,484,584. REFRIGERATING APPARATUS.** Carl F. Petkowitz, Dayton, Ohio, assignor to General Motors Corp.



2. A cabinet provided with an access opening, said cabinet including inner and outer sheet metal wall members having spaced edges fixed relative to one another in the vicinity of the access opening, the metal adjacent the edge of said outer wall member being bent to provide a first shoulder and being further bent to form a groove adjacent said shoulder, the metal adjacent the edge of said inner wall member also being bent to provide a second shoulder, a trim strip of curved cross-section having its one edge portion fitting in said groove and abutting said first shoulder, a portion of said trim strip adjacent its other edge abutting said second shoulder and having its said other edge directed away from said second shoulder to provide a hook, a spring clip mounted on said cabinet beneath said trim strip and having an end cooperating with said strip, said spring clip being provided with a catch portion adjacent its said end and having a bent part spaced from said catch portion, that part of said spring clip intermediate said catch portion and said bent part bearing against said hook edge of said trim strip to lock the strip upon said cabinet, said trim strip being sufficiently resilient to permit a flatlike member to flex same upon inserting the flexing member between said second shoulder and that part of said strip abutting same, and said bent part of said spring clip extending toward said

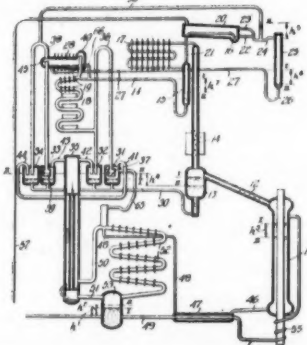
second shoulder and being disposed substantially in the path of insertion of said flexing member so as to be engageable thereby while said strip is flexed for moving said spring clip to release its said catch portion from said hook edge of said trim strip for unlocking the strip from said cabinet.

**2,484,589. REFRIGERATING APPARATUS HAVING A FREEZING CHAMBER AND A STORAGE CHAMBER.** William E. Richard, Evansville, Ind., assignor to Seeger Refrigerator Co., a corporation of Minnesota. Application Feb. 14, 1947, Serial No. 728,491. 14 Claims. (Cl. 62-103.)



1. In a refrigerator, the combination of a cabinet provided with an outer shell and a pair of inner liners carried by said outer shell and insulated from the outer shell by means of suitable insulation, the said liners forming a freezing chamber and a food storage chamber, a primary evaporator in heat conducting relation with the liner of said freezing chamber, a secondary system including a secondary evaporator in heat conducting contact with the liner of said storage chamber, said secondary system including a condenser chamber, a second primary evaporator located inside said outer shell and in heat conducting engagement with said condenser of said secondary system, said second primary evaporator being operated at a lower temperature than said first-mentioned primary evaporator, the space between the inner liners and outer shell being in air communication with each other through predetermined leakage points connecting said spaces, so that the second primary evaporator is adapted to effect a predetermined dehydration of the insulation and of the liner of said freezing compartment.

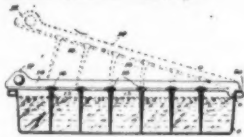
**2,484,669. METHOD AND DEVICE RELATING TO ABSORPTION REFRIGERATING APPARATUS.** Sigurd Mattias Backstrom, Stockholm, Sweden, assignor to Aktiebolaget Elektrolux, Stockholm, Sweden, a corporation of Sweden. Application April 7, 1942, Serial No. 437,988. In Sweden April 22, 1941. 31 Claims. (Cl. 62-5.)



1. The method of controlling the temperature distribution in the cooling element of an absorption refrigeration system using an auxiliary pressure equalizing medium which comprises separating refrigerant vapor from an absorbent, liquefying the refrigerant vapor, flowing the liquid refrigerant in a predetermined path through the cooling element, flowing the auxiliary pressure equalizing medium through the cooling element in one direction to cause the refrigerant to evaporate at a relatively low temperature, absorbing the refrigerant vapor in the absorbent to separate the pressure equalizing medium therefrom, and reversing the direction of flow of the auxiliary pressure equalizing medium through the cooling element in accordance with a change in the temperature of the ambient air.

Week of October 18

**2,484,532. SHARP FREEZING CONTAINER.** Harley Y. Jennings, Clio, Mich., assignor to Copeman Laboratories Co., Flint, Mich., a corporation of Michigan. Application Nov. 5, 1942, Serial No. 464,641. 2 Claims. (Cl. 62-108.5.)



1. As a new article of manufacture, a sharp freezing container for substances to be frozen, and partitions for dividing the container into a plurality of ice cube molds, said partitions being formed of resilient, easily distortable rubber, the surface of which is a reaction product of rubber treated by immersion in a liquid mixture of sulphuric acid and glycerol.

## WANTED DISTRICT SALES REPRESENTATIVE

For Illinois, Indiana, Wisconsin by Refrigeration Equipment Manufacturer, established line for past 20 years. Must be experienced in jobber and manufacturer contacts.  
Box 3420, Air Conditioning & Refrigeration News

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## POSITIONS WANTED

CAREFULLY SELECTED group of trained men, graduates of reliable and well established trade school now available to fill positions in the radio or refrigeration field. Willing to travel anywhere. Why not fill that vacancy with an efficient and reliable man? Write EASTERN TECHNICAL SCHOOL, 888 Purchase Street, New Bedford, Mass.

DO YOU have a help problem? Let us solve yours. Select from our graduates the man qualified to handle your work. We have men available for all parts of the country, who have completed 34 weeks of practical shop refrigeration and some who have also completed our practical advanced training course in air conditioning. Many are very well qualified. THE ST. LOUIS SCHOOL FOR ELECTRICITY AND REFRIGERATION, INC., 6767 Southwest Avenue, St. Louis 17, Missouri.

SERVICE AND installation man. 6 years experience in commercial and domestic and air conditioning installation and service. Experienced on packaged units to 10 tons, central systems to 40 tons. Have plenty of low temperature experience. Thoroughly experienced on minor motor repair, compressor overhaul, wiring and controls. BOX 3421, Air Conditioning & Refrigeration News.

REFRIGERATION - AIR conditioning engineer - M.E. 15 years experience, design and development for manufacture. Design, estimating, installation, service and teaching. Desires connection with aggressive manufacturer or distributor; have managerial and supervisory experience. Preferably in Midwest or Southwest. BOX 3423, Air Conditioning & Refrigeration News.

AVAILABLE - REFRIGERATION and air conditioning sales manager, sales engineer, district representative. Knowledge heating. Thoroughly versed establishment of distributors and dealers; building and training organizations. Competently equipped to set up and/or carry through sales promotions and quota achievements. Broad business experience. Consider locating your area. BOX 3425, Air Conditioning & Refrigeration News.

AVAILABLE SOON - Refrigeration engineer, 20 years experience: erection and service - ice plants, cold storages, freezing plants, dairy refrigeration and air conditioning. Wide range of experience with multiple stage refrigeration, low temperature work. Supervising engineer of 20 plants, at present. Can give best of references. East preferred. BOX 3428, Air Conditioning & Refrigeration News.

MANUFACTURER'S REPRESENTATIVE desires position in Eastern or New England territory. Thoroughly experienced to handle sale of any type refrigeration equipment, accessories. Many years experience in refrigeration and appliance industry. Well acquainted with wholesalers, manufacturers and dealers. 36 years. Willing to travel. References furnished. BOX 3430, Air Conditioning & Refrigeration News.

AVAILABLE AT once - Service manager, background of sales, service and installation, twenty years practical experience on all makes and types of commercial refrigeration and air conditioning, including ammonia; no installation too large. 39 years old and married. Will furnish references. Would also consider taking over service and installation dept. on my own with reliable connections. BOX 3431, Air Conditioning & Refrigeration News.

## POSITIONS AVAILABLE

MANUFACTURER'S REPRESENTATIVE. We have opening for live-wire representative already contacting trade to promote additional sales commercial refrigerator fixtures to dealers and retail outlets. Ours is a 64-year-old firm, producing a quality line of closed and open type self-serve cases and coolers. C. L. PERCIVAL COMPANY, INC., Boone, Iowa.

ESTABLISHED SALES representatives wanted to represent manufacturer of frozen food display cabinets, dairy cases, and open style ice cream cabinets. Distribution and acceptance is national. In

writing, give full details stating experience, territory covered, and lines now handled. BOX 3422, Air Conditioning & Refrigeration News.

REFRIGERATION SALES manager: Well-known automatic control mfr. offers opening for progressive man with at least five years' background in field application and sales of refrigeration products. Salary and bonus. Replies confidential. BOX 3433, Air Conditioning & Refrigeration News.

## EQUIPMENT FOR SALE

WHOLESALE SEALED unit rebuilding. We will rebuild and convert your unit to "Freon-12." One year guarantee. Write for price list and shipping instructions. ADVANCE REFRIGERATION COMPANY, 829 East McNichols Road, Detroit 3, Michigan.

REFRIGERATOR DOORS. 3'6" by 6'6" double batten auto close doors complete with removable track heads for 7'2" track. 1 1/2" corkboard insulation. Brand new, \$85 each. Freight prepaid in U.S. BIMEL CO., Cincinnati, Ohio.

22.5 CU. FT. nationally advertised brand reach-in refrigerators, complete with unit; closeout; limited quantity available; fully covered by factory warranty; 2 door blower type; special price of \$295 f.o.b. NYC. Write, wire or telephone MANN REFRIGERATION SUPPLY CO., 15 Astor Pl., New York, N. Y. GRAMERCY 2-8000.

STANDARD BRAND condensing units complete with motors. 1/4-HP @ \$45; 1/2-HP @ \$52. Net f.o.b. NYC. 110 V 60 cycles. Other sizes and voltages also available. All brand new in original crates. Limited quantity. Act now. Specifications upon request. MANN REFRIGERATION SUPPLY CO., 15 Astor Pl., New York, N. Y.

WE HAVE surplus stock of Lennox prefabricated sheet metal duct fittings. Will close out at a good discount below current prices. Also many surplus tools such as grinders, sanders, trolleys, hoists and sheet metal tools. BOX 3408, Air Conditioning & Refrigeration News.

BEER PUMPS & air compressors, heavy duty, complete, 1/4 H.P. one phase capacitor motor, automatic press, switch, safety valve, air press, regulator, air filter, up to 60 lbs. Complete with gauges - \$59.50. F.O.B. N.Y.C. BOX 3424, Air Conditioning & Refrigeration News.

FOR SALE: 400 pair of 7 1/2" x 1 1/4" offset chrome plated refrigerator hinges. BOX 3429, Air Conditioning & Refrigeration News.

## BUSINESS OPPORTUNITIES

SELLING WELL established profitable jobbing business, refrigeration and heating parts and supplies. Includes business, stock, fixtures, large brick building and parking lot, excellent location in western Pennsylvania city of 80,000. No other jobbers in trading area of 250,000. Competent manager available. Volume can be doubled by proper exploitation. Owner moving to Florida for health. BOX 3427, Air Conditioning & Refrigeration News.

EIGHT COUNTY Tyler territory for sale: franchise and inventory included; territory consisting of farming, mining, and ranching area in Intermountain Northwest. BOX 3432, Air Conditioning & Refrigeration News.

## SCHOOLS

DETROIT AIR Conditioning Institute is accepting applications for enrollment in spring term classes starting March 14. Fully GI approved courses in air conditioning, refrigeration, heating, ventilating, sheet metal layout, heat pump engineering. Write for free information. DETROIT AIR CONDITIONING INSTITUTE, Dept. D, 4258 Woodward, Detroit, Michigan.

## MISCELLANEOUS

FRIGIDAIRE SEALED units, 1933 to 1937, remanufactured. Our exclusive method enables these machines to operate more efficiently than when new. Also rebuilding on all other sealed units. Write for price list. BRIGHT'S REFRIGERATION, INC., 14410 E. Jefferson, Detroit 15, Michigan.

NORGE SEALED units remanufactured and exchanged. Immediate delivery from stock, 1 year guarantee. Write for prices and shipping instructions. Complete Norge engineering service. 22 years experience. MODERN REFRIGERATION CO., INC., 12541 E. McNichols Road, Detroit 5, Michigan.

## Creative Planner and Writer

Leading national manufacturer in the household appliance and commercial refrigeration field, located in the midwest, is looking for an experienced sales promotion writer and planner. Must be able to create, organize and write sound, practical, stimulative plans and materials directed to retail dealers and salesmen.

If you are interested in joining an organization where real opportunity exists for good men, please provide complete personal and business information.

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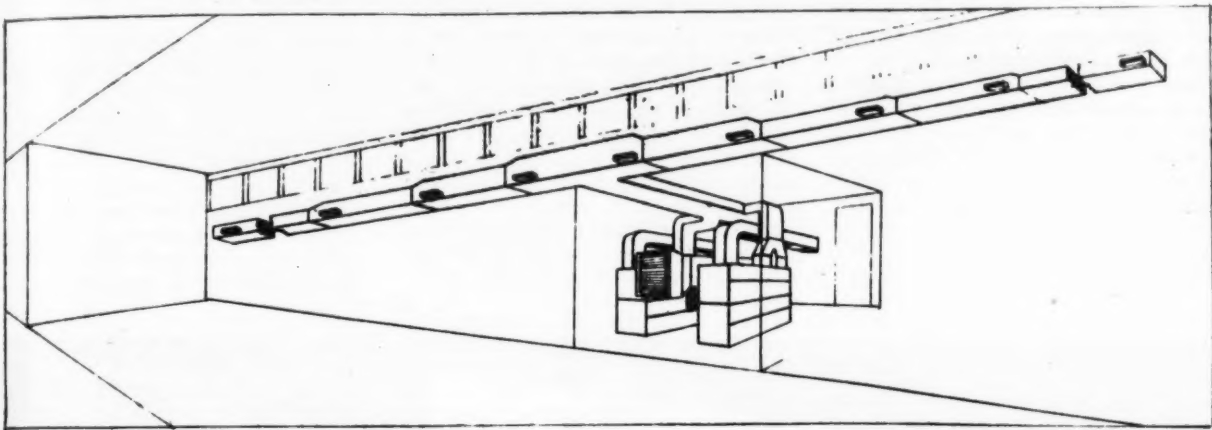


# 116-Ton Air Conditioning Installation Helps India Food Plant Process Biscuits Properly



This view, showing the huge cutting and embossing department at Shangrila Food Products, Ltd., Bombay, gives some idea of the

88,700-cu. ft. space that had to be air conditioned. Shangrila claims to cut and emboss some 2,500 biscuits a minute.



Sketch indicates layout of cooling and packing department where two UsAirco units provide 60 tons of refrigeration.

BOMBAY, India—With leaders of the new India striving to advance their nation through the adoption of modern technical developments, it is of interest to note that the recently modernized factory of Shangrila Food Products, Ltd., includes a 116-ton air conditioning installation. Under the direction of Raja Bahadur Narayanlal Bansital, chairman of Shangrila Food Products, the Shangrila factory, more than 700 ft. long and with 36,000 sq. ft. of working space, has been modernized so that today it has one of the largest outputs of any food plant in India. Its annual output is 2,000 tons of food products mostly quality biscuits. A cutting and embossing machine cuts and embosses 1,900 to 2,500 biscuits a minute. The biscuit oven is 180 ft. long and it bakes biscuits in as little as 4 minutes. But perhaps the most interesting development in this Bombay enter-

prise is the air conditioning plant which was installed by the Blue Star Engineering Co., Ltd., the representatives in India of United States Air Conditioning Corp. of Minneapolis. Two hundred and fifty thousand cu. ft. of space in the Shangrila factory are air conditioned with six UsAirco air conditioning plants. Their function is:

1. To control temperature and humidity in the various departments of the factory.
2. To provide low temperature storage for perishables and milk products.
3. Refrigeration for creaming tunnels.
4. Cool drinking water for employees.

Mohan T. Advani, managing director of the Blue Star Engineering Co.,

in a letter to L. P. Hanson, sales manager of United States Air Conditioning Corp. says that the equipment has not only proved "more than satisfactory" to the Shangrila company but that it has been a source of wonderment to Bombay residents, many of whom have never before experienced the benefits of an air conditioning system. In the cooling and packing department of the factory 122,000 cu. ft. of space are air conditioned providing constant temperature. Motorized dampers control the humidity. Two air conditioners provide 60 tons of refrigeration. While flour is the main ingredient of biscuits, there are many others, including butter, vegetable fats, sugar, milk glucose, malt extract, semolina, bran olden syrup, ammonium bicarbonate, tartaric acid, cream of tartar, essential oils, vanilla, dessicated coconut, chocolate, and coloring.

Proper air conditioning is vital to the successful operation of the company. In the creaming tunnels there are two automatic UsAirco units of 3 tons each. In the fat preparation, dough mixing, cutting and embossing section, a close control of temperature and humidity insures unvarying quality of biscuits.

Low temperature cold storage provides 26,000 cu. ft. of space for such perishables as butter, vegetable fats, egg pulp, and milk products. The installation, comprising 6 tons of refrigeration, is designed to maintain automatically any temperature within a range of 10° F. to 45° F.

There are 40,000 cu. ft. of air conditioned space for storage of raw materials serviced by two air conditioners each supplying 25 tons of refrigeration. Hundreds of bags of flour are stored here and the temperature must be right to prevent weeviling.

The air conditioning of the Shangrila factory was big news to India, so much so that the *Sunday News of India*, published in English, printed a special four-page section to signalize the event. H. R. Thadani, writing in that newspaper says:

"The actual process of manufacturing is done under controlled conditions of temperature and moisture and by the employment of precision tools and machines which do not permit any variation of shape, content or quality.

"At any stage of manufacture the manifold operations are carried out by automatic devices. Everything from the sifting of flour to the packing and wrapping is automatically and thermostatically controlled."

## Coolerator Names Little Manufacturing Div. Mgr.

DULUTH, Minn.—Ward R. Schafer, vice president and general manager of the Coolerator Co., has announced the appointment of Corliss V. Little as manager of the Coolerator manufacturing division.

Stating that production and employment at the two Coolerator plants has reached a new high since the fall of 1948, Schafer said that the new executive position was created to coordinate all component operations in the manufacture of freezers and refrigerators to boost present output.

At present, the factory is operating on a two-shift basis. The manufacturing position is a new post and does not affect present responsibilities, Schafer said.

Little was formerly in charge of manufacturing at the St. Paul plant of the Seeger Refrigerator Co. and prior to that was production manager for the Continental Can Corp. and plant manager for Standard Cap & Seal Corp. in Chicago. He is a graduate in engineering and factory management from Stanford University.

Coolerator shipments of merchandise to distributors are still on an allocation basis and indications point to a continuance of this policy for the next three months, Schafer said.

## New Insulation Study Compares Various Types of Aluminum Foil

NEW YORK CITY—Third revised edition of the booklet "Simplified Physics of Thermal Insulation," which is devoted largely to outlining the advantages claimed for aluminum foil insulation, has been issued by Infra Insulation, Inc. here.

Written by Alexander Schwartz, president of the firm, the 44-page booklet compares the various "accordion" aluminum foil insulations with other types of insulating material with respect to heat transfer, condensation, vapor transmission, mold, fire, and radiant heating.

The booklet is largely devoted to heating applications, but there is some mention of cold storage work.

## Joins Remington



LEWIS R. SMITH

## Product Development Post Goes to Lewis R. Smith

CORTLAND, N. Y.—Appointment of Lewis R. Smith as product development engineer of the Remington Air Conditioning Div., maker of room air conditioning units, has just been announced by Herbert L. Laube, president.

Smith will be responsible for the development of a new product, under the direction of Chief Engineer Ralph Ackart, it was explained.

Educated at South Dakota State college, Smith joined the East Pittsburgh works of Westinghouse Electric Corp. upon receiving his electrical engineering degree in 1926.

After 10 years with the Westinghouse organization on various assignments, including the design of air conditioning equipment, Smith was appointed chief engineer of Acme Industries, Inc., Jackson, Mich., which position he held from 1936 until 1944, when he became chief engineer of the refrigeration division of Savage Arms Corp. Recently he has been engaged as a consulting engineer.

for fast installation  
and a quick OK on the job  
specify Kno-Draft,

the completely adjustable  
air diffusers



Fig. 1

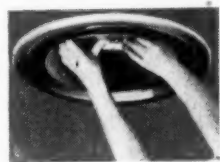


Fig. 2

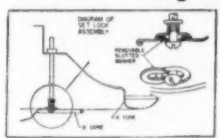


Fig. 3

of air discharge from horizontal to vertical. (Fig. 4). The single annular air stream permits immediate and accurate velometer reading (Fig. 5). A twist of the wrist regulates the air volume (Fig. 6).

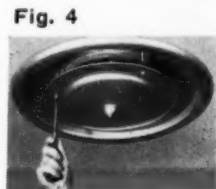


Fig. 4

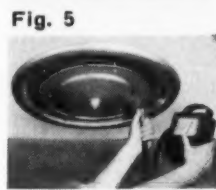


Fig. 5



Fig. 6

### FREE LITERATURE

How to Balance Air Delivery of a System of Manifold Air Diffusers. Reprint of a paper presented at 55th ASHVE Meeting describes method of determining in advance the damper setting for each outlet so as to apportion total air delivery among the outlets in the ratio intended or required. Application is demonstrated by examples.

Handbook on air diffusion shows how you can get top efficiency from an air conditioning system, cut installation time and get off the job faster. Please write Department A-6.



Air Diffusion  
Air Purification  
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### LA CROSSE ELECTRIC DIRECT DRAW



PATENT PENDING

La Crosse, the leader, does it again! La Crosse experience, quality construction, skilled workmanship developed this new innovation in Draft Beer. Faucet refrigeration is continuous, either when compressor is running or on-off cycle. Available in 2 Keg Model (shown), 3 Keg Model or La Crosse Combination with either stainless steel or satin black exteriors.

### LA CROSSE COOLER CO.

2809-17 Losey Blvd. So., La Crosse, Wisconsin

Export Representatives: Melvin Pine & Co., 80 Broad St., New York, N. Y.  
Cable Address: Eximport

Refrigerated faucets  
stop foaming wastes—  
protect beer's quality!! No matter how  
long the tap is unused  
—THE FIRST DROP  
OF BEER IS COLD.



## Ad Dept. Changes



L. G. COLLINS L. J. GAGE

## Collins, Gage Promoted To New Kelvinator Posts

DETROIT—Appointment of Lowell G. Collins as sales promotion manager, and L. Jack Gage as commercial advertising manager has been announced by J. C. Bonning, advertising manager of the Kelvinator division of Nash-Kelvinator Corp.

Collins joined Kelvinator in 1946, as commercial advertising manager, following three years' wartime service with the U. S. Navy. Before the war he served in advertising and sales positions with Sears, Roebuck & Co., Chicago; B. F. Goodrich Rubber Co., Akron, Ohio; and the Wincharger Corp., Sioux City, Iowa. Gage has been with Kelvinator 24 years, in the service and advertising departments. He has been technical copy supervisor with the advertising department since 1944.

## Joseph Colquitt Named Secretary for NARW

WASHINGTON, D. C.—The National Association of Refrigerated Warehouses has appointed Joseph H. Colquitt of Washington, D. C., as its new secretary, according to William Dalton, executive vice president.

Colquitt joined the NARW staff in 1946. Prior to his appointment as secretary, he held the position of assistant to the executive vice president. He succeeds W. M. O'Keefe, who died last December.

## Detroit ASRE To Hear Talk On Evaporative Condensers

DETROIT—"Economics of Evaporative Condensers" will be discussed by J. T. Maloney, advertising and sales promotion manager of Acme Industries, Inc., before the Detroit section, American Society of Refrigerating Engineers, at 8 p.m. Monday, March 6, at the Rackham Educational Memorial.

## Congress' Attitude on Excise Repeal--

(Concluded from Page 1, Column 5) tional Committee for the Repeal of Wartime Excise Taxes, Louis Ruthenburg, chairman of the board of Servel, Inc., testified before the House committee last week that the manufacturers' excise tax actually pyramided the price to consumers. He explained that distributors and retailers figured their markups on the basis of a percentage of the manufacturer's price.

He, and other officials, assured the committee that nearly all of the amount of the excise tax cut would be passed on to the consumer in terms of lower prices.

The National Association of Electrical Distributors also took advantage of the opportunity to testify and presented an official statement to the ways and means committee.

The letter, which presented some potent arguments in favor of repeal, was signed by W. G. Peirce, Jr., vice president and chairman of the Appliance Div. of NAED and president of Peirce-Phelps, Inc. of Philadelphia.

It is reproduced here for the benefit of those who may wish to write on the subject to their own Congressmen:

"I would like to give you certain thoughts and facts regarding why the present Federal excise tax on manufacturers' sales of electrical appliances should be eliminated or at least substantially reduced.

"The excise taxes on refrigerators, ranges, water heaters, electric blankets, radios, television receivers, electric irons and toasters, electric food mixers, and electric fans are highly discriminatory and an unfair burden on the industry.

"Excise taxes were imposed during the war period to discourage consumers from buying these articles during an emergency period when they were considered luxuries.

"Certainly a cooking range, refrigerator, or electric iron can scarcely be considered a luxury today. These articles are in free supply and in a most competitive position with other household purchases.

"There seems to be no good reason why a woman pays no tax on the furniture that she buys for her living room and the sink for her kitchen; and yet the range that she cooks on, the refrigerator that is a necessity in every household, and the water heater which supplies her with hot water for her sink are taxed.

"Selective hidden excise taxes at the manufacturing level is a most dangerous and damaging type of tax. Consumers have no knowledge of which item carries an excise tax or which does not.

"When they compare the values of different household equipment they come to the logical conclusion that certain items are overpriced and too expensive, not understanding that

this is caused by a hidden tax.

"In order to protect the employment of thousands of workers making these appliances, and the tens of thousands of small retail stores and their employees that sell them, the excise tax should be eliminated as soon as possible.

"Only in this way will these appliances be in a free and competitive position with other types of home equipment.

"Certainly these items are not luxuries, but are necessities in the great majority of homes in America.

"These excise taxes are a heavy burden on millions of families in the low income brackets, and particularly on the young married couples of this country who must have many of these appliances to create even the most modest home.

"I would also like to call to the attention of your committee the importance of taking into consideration the distributor and dealer stocks at the time the excise taxes are eliminated or lowered.

"As these taxes are paid at the time of sale by the manufacturer, much unsold merchandise will exist in the hands of dealers and wholesalers throughout the country on which the tax has been paid.

"The consumer will immediately expect, and should receive, a decrease in the retail price of the commodity on which the excise tax is eliminated.

"This will necessitate a form of rebate for merchandise in inventory on which the excise tax has already been paid by the manufacturer.

"I would like to suggest that the system already set up for rebating

the excise tax on equipment sold to Governmental institutions could be used in order to rebate the tax on wholesale as well as dealer inventories.

"If the inventory situation is not given careful consideration at the time the bill is being considered and passed, it will have a tendency to curtail purchasing and throw out of stride economical and normal manufacturing of appliances. It would entail heavy financial losses to tens of thousands of small retail merchants.

"In closing, may I sum up by stating that excise taxes on household appliances are in my opinion extremely unfair because of their discriminatory application, place an unfair burden on the consumers of this country, and can have a serious effect on the steady employment of thousands of people in the companies manufacturing this equipment."

## Overload Is Found on Jamestown Home Circuits

JAMESTOWN, N. Y.—Electrical circuits in the average Jamestown home are overloaded by 700 watts, William S. Hake, president of the Jamestown Electrical Appliance Dealers Association, warned at a meeting of the association.

Hake told appliance dealers that the average Jamestown home has appliances totaling 3,300 watts while most homes are wired for approximately 2,600 watts. He asserted this is a dangerous condition.

Hake urged dealers to notify the Jamestown Public Utilities if they find evidence of low voltage conditions.

## Empire State RSES Has First Educational Conclave

NEW YORK CITY—The Empire State Association of the Refrigeration Service Engineers Society held its first annual educational convention on Feb. 25 and 26 in the Park Sheraton hotel here.

Core of the program was a question forum during which H. F. Hildreth, manager of refrigeration specialties department, Westinghouse Electric Corp.; J. H. Spence, international chairman of the educational and examining board of the RSES; and Dr. Walter O. Walker, director of research and development of Ansul Chemical Co., answered technical questions which were addressed from the floor.

A tour through the air conditioning plant of the Metropolitan Life Insurance Co. building was scheduled as a special feature.

The state association held a business meeting and election of officers for the coming year.

## International Harvester To Build Dallas Parts Depot

DALLAS—Construction of International Harvester Co.'s \$1,500,000 service parts depot in the Trinity Industrial District will start immediately, according to E. H. Watkins, company official.

Plans for installation of an air conditioning system are being completed and this contract is expected to be awarded within the next three or four weeks, it was stated by the company.

## GET MORE AIR CONDITIONING BUSINESS WITH TYPHOON

America's most flexible line of air conditioners

1½ TO 20 TONS

Wide range of sizes—1½ to 20 tons—makes it easy to sell the right air conditioner for the right job.

Typhoon engineering is a byword in the industry—proof of many major advances in modern air conditioning.

Expert sales training program for your selling staff.

Complete advertising and promotion plan—bringing steady flow of leads to Typhoon dealers.

Over 45 years of experience in research and manufacture in the air conditioning field.

### 1½-2-3 Ton Units

Handsome Console Models—ideal for offices, homes, small retail stores and service shops. Designed for efficient, quiet performance in small space installations.

### 5-7½ Ton Units

Most widely used of all Typhoon free-standing conditioning units. These sizes supply all the air conditioning needs of the average retail store, small medium-sized theaters, and food markets.

### 8-10 Ton Units

Designed to meet the demand for a large capacity unit in small compact package, these sizes answer all air conditioning requirements of the average theater, sports stadium for large stores and office installations.

### 15-20 Ton Units

Latest Typhoon achievement—extending the advantages of conditioning to large theaters, arenas, sports stadiums and many other buildings requiring high capacity. Specifically engineered to eliminate the need for old bulky central plant systems.

EVAPORATIVE CONDENSERS: 3 to 20 Tons  
Save 40% of water—hot water return—no Typhoon condenser.

TYPHOON AIR CONDITIONING CO., Inc.

794 UNION STREET

BROOKLYN, N. Y.



## When Is A Guarantee . . . Destructive?

We believe that a guarantee is destructive when it imposes a service obligation on a customer out of line with his profits, selling co-operation and sales efforts. Such a guarantee is ultimately destructive to the manufacturer, wholesaler and the industry in general. We have taken these factors fully into consideration in formulating our own guarantee.

Seventeen years ago this advertisement appeared in the News. Today Universal Cooler believes in the same high principles and operates on the same ethical policy.

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